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**Company** [Crimson Tide PLC](#)  
**TIDM** TIDE  
**Headline** Strategic Partnership  
**Released** 07:00 20-Jul-2011  
**Number** 6656K07

RNS Number : 6656K  
 Crimson Tide PLC  
 20 July 2011

20<sup>th</sup> July 2011

### **CRIMSON TIDE plc**

("CRIMSON TIDE" or "The Company")

#### **STRATEGIC PARTNERSHIP WITH MOBILE TORNADO**

Crimson Tide plc is pleased to announce that it has entered a strategic partnership with AIM listed Mobile Tornado plc ("Mobile Tornado", AIM: MBT), a leading provider of instant communication mobile apps for business. Mobile Tornado's apps offer a new way to communicate over smartphones and pdas and Crimson Tide will initially act as a reseller of its Instant Talk mobile application. The companies anticipate the partnership expanding whereby Mobile Tornado's instant communication applications will be directly incorporated in future releases of Crimson Tide's mpro solutions.

Mobile Tornado's applications will give mpro subscribers the ability to talk directly to head office, co-workers or dispatchers immediately from within their mpro application. The multichannel nature of communications for voice, instant messaging and tracking will allow mpro customers to optimise their field operations, enabling effective and instant communication.

Mobile Tornado's footprint is global and the two companies believe that there may also be opportunities for Mobile Tornado to introduce enhanced workforce apps using the mpro platform, to certain international partners.

Barrie Whipp, Executive Chairman of Crimson Tide, commented:

"The ability to add instant voice, messaging and presence communications to our mpro solutions gives us enhanced revenue possibilities whilst giving our customers the greatest complete solution and flexibility possible for managing their field workforce. Mobile Tornado's solution fits ideally with our own IP based communications and we look forward to a long and successful partnership."

Jeremy Fenn, Chief Executive Officer of Mobile Tornado commented:

"We are delighted to be working with Crimson Tide, a Company at the forefront of developments in mobile business applications. Their solutions replace the paper based processes that field operatives perform, increasing the effectiveness of remote workforces and delivering significant cost savings. Further savings can be delivered through the adoption of an appropriate communication platform and I am confident that Crimson Tide's customers will generate even greater efficiencies through the introduction of Instant Talk into their businesses."

- Ends -

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### **About Crimson Tide**

Crimson Tide is a mobile software group with offices in Tunbridge Wells, UK and Dublin, Ireland.

Crimson Tide supplies Mobile Apps for Business including a smartphone, software and all services on a monthly subscription basis. Its mpro apps provide everything people working out of the office need to do their job more effectively. Subscribers range from Blue chips to small enterprises and government institutions and incorporate facilities management, nursing, logistics and patient solutions.

### **About Mobile Tornado**

Mobile Tornado Group (AIM: MBT) specialises in the provision of Instant Communications applications for mobile devices, with a focus on enterprise workforce management. The company's three main applications are Instant Talk, Instant Locate and Instant Alert, enabling organisations to communicate with their employees more effectively and cost efficiently than conventional mobile services and competing private mobile radio solutions. By equipping their workforce with conventional mobile handsets and MBT applications, a company can communicate with one or many employees simultaneously, track employee locations, and immediately be alerted of major issues.

MBT's patented Internet Protocol Radio Service (IPRS) technology has been successfully deployed in networks around the world. The suite of IP-based, OMA standards-compliant, services provide real time, 'always-on', bandwidth-efficient

communications across a range of mobile networks and devices, including compatibility with forthcoming LTE (Long Term Evolution) 4G mobile networks. Its technical and cost performance is superior to many competing services and technologies, as is being validated in the marketplace.

Mobile Tornado is 49% owned by InTechnology Group plc, the UK's leading Managed Data and Communication Services Group. With its headquarters in the UK, Mobile Tornado has offices in the UK, Israel, India and China.

For more information about Mobile Tornado visit [www.mobiletornado.com](http://www.mobiletornado.com)

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