



**Crimson Tide PLC** - TIDE PHARMACEUTICAL VERIFICATION PILOT  
Released 07:00 14-Jul-2016

RNS Number : 1316E  
Crimson Tide PLC  
14 July 2016

## **Crimson Tide PLC**

**("Crimson Tide" or the 'Company')**

### **Crimson Tide selected for pharmaceutical verification pilot**

Crimson Tide (TIDE), the AIM-quoted provider of mpro5 - Smart Mobility as a Service, has won a contract for the initial stage of a significant healthcare pilot project in Asia for the serialisation and verification of pharmaceutical products. The pilot project is being implemented under the auspices of the Asia Pacific Economic Cooperation (APEC) Life Sciences Innovation Forum (LSIF), Committee on Trade and Investment (CTI) and Business Advisory Council (ABAC).

Selected by a consortium of pharma organisations, the technology platform for the demonstration phase of the pilot project will leverage mpro5 to scan pharmaceutical products, generating an anonymous verification request to the product's manufacturer. The pilot project seeks to demonstrate for the first time the ability to verify serialised pharmaceutical products from various scan locations to source data stored in distributed databases using global data standards. The pilot also seeks to promote harmonisation by demonstrating the ability to use a single or reproducible data gateway in multiple countries.

mpro5 provides barcode scanning and cloud-based synchronisation services via Microsoft Azure, renowned for its reliability, scalability and security. This enables real-time information upload, quick verifications and multi-way data request transmittals.

Barrie Whipp, Executive Chairman of Crimson Tide, said: "The global impact of drug serialisation and verification cannot be underestimated. I am delighted that we have been chosen to help in this pilot project in Asia, as it opens up significant opportunities in the pharma world."

**- ends -**

For further information:

#### **Crimson Tide plc**

Barrie Whipp  
Steve Goodwin

01892 542 444

#### **WH Ireland**

James Joyce /James Bavister

020 7220 1666

**Notes to editors**

Founded in 1996 and quoted on AIM since 2006, Crimson Tide plc is the provider of mpro5 - Smart Mobility as a Service (SMaaS). mpro5 is delivered on smartphones, tablets and PDAs, and enables companies to transform their businesses and strengthen their workforces.

Crimson Tide offers a global service, working with some of the world's leading companies, tailoring mpro5 to suit customer needs. Developed over 10 years by its world-class team, mpro5 is the smart choice for organisations large and small that want to improve productivity and save money.

mpro5 is a platform-agnostic mobility suite fully hosted on Microsoft Azure, so customers are quickly up and running and the service is scalable and robust. It is provided on subscription, so clients can immediately see a return on their investment.

mpro5 not only helps people improve their day-to-day working methods while saving employers money, it also saves lives, by enabling haemophilia patients to verify the safety of their medication before use. mpro5 clients come from a diverse range of industries allowing the Company to listen, share and find the best solution for all mobility needs.

This information is provided by RNS  
The company news service from the London Stock Exchange

END

CNTEAPXDFFLKEFF

CLOSE



TRADE.COM  
CFD Trading is risky

Get an up to \$2000 bonus to start trading today!

Claim Now

**Sponsored Financial Content**



- **The One Penny Share To Buy Right Now**  
Galvan
- **The Top Stock Picks for 2016**  
Accendo Markets
- **Are we are seeing a process of acclimatisation for markets?**  
Henderson
- **6 stocks for sustainable investing**  
Alliance Trust

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.