



## Press Release

19 August 2009

### Internet visionary, Mat Ryer, joins iome to lead innovation team

**London:** iome, a provider of location and event-based digital lifestyle services for mobile and web users, today announced the appointment of Mat Ryer to lead its technology innovation and development team. With over a decade's experience in interactive web development, Mat plans to expand iome's event based social-networking offerings to help people better plan, discover, share and save money, using intelligent applications that have been built using Web 3.0 principles.

Prior to joining iome, Mat has been involved in the development of a wide range of web-based tools. The most recent development was a service called Bleetbox, a social-networking site that lets people discuss websites and their content, including interactive TV sites like iPlayer. People using the service can debate news sites, TV shows and online content with other users and invite people to join in the discussion.

commenting on his new role at iome, Mat Ryer said: "To me, it is vital to develop internet and mobile services that focus entirely on meeting the needs of the users. The successful products in the market are those that care about their customers and what they want. iome's business is built completely on this thinking and as a result has developed some killer technologies that simply don't exist anywhere else in the digital space.

What really excites me about iome, is that it is one of those rare companies that are delivering applications that raise the bar for everyone else. Web 2.0 was the Internet's social revolution where technology started reaching into our personal lives and relationships. The next generation of web applications will blur those lines even more. They will intelligently learn what's important to an individual by analysing activity, trends, location, interactions and context and, as a result, deliver a personal product and service unique to you. I cannot wait to get started on extending iome's location-aware, events-based social networking tools to incorporate new developments in this area."



Phil Eames, CEO, iome said: "Mat is a true visionary in the web development space and I'm very pleased to have him join the team at what is a very exciting time. Our services are focused on delivering an interactive, useful and enjoyable experience that helps consumers plan ahead, save time and money, and importantly, share and interact with friends. With Mat's insight and knowledge, our technology and services will continue to evolve. I am extremely pleased to have him on board to support our ambitious product development plans."

For further information on iome, visit [www.io-me.com](http://www.io-me.com).

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**Notes to Editors:**

High resolution images of Mat Ryer are available on request.

**About iome:**

iome is a technology company providing internet and mobile services, that link activities, interests, locations, routes and places so consumers can plan and book, all based on their preferences and where they are at any time.

iome is a pioneer of location and event-based digital lifestyle services. It partners with brands, advertisers, network providers and Government, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome's services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years development in BT's Research Laboratories. It has offices in London and Ipswich. [www.io-me.com](http://www.io-me.com)

**Media Contact**

Peppa Sheridan

Peptalk Communications

+44 (0) 1787 313822

[peppa@peptalkcommunications.com](mailto:peppa@peptalkcommunications.com)

