

# Press Release

## io global unveils new corporate identity: iome

19 May 2009

**London, UK:** io global limited, the location based digital services provider, has today unveiled a new corporate brand identity; **iome**. The rebrand heralds the company's concentrated focus on pioneering personalised, location-based technology that monetises digital lifestyle services.

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.

Having already delivered a market-first with the BT MyPlace service in February 2009, the company is focused on continuing to innovate under its new iome identity. iome is helping brands, network infrastructure providers and government organisations deliver compelling digital lifestyle offerings to end users, via their device of choice.

iome CEO, Phil Eames said: "Demand for accessing relevant content and information on-the-go is rapidly increasing but not many businesses know how to deliver such services and content. iome meets this demand: we already have a proven technology and business model that monetises the digital opportunity. As such, we are focused on working in partnership with businesses that are looking to give consumers exactly what they want, and more, by delivering unique, forward-thinking digital lifestyle services that can be accessed at any time, anywhere.

Our knowledge, experience and technical capabilities will support businesses that wish to engage further with customers to develop closer relationships, whilst increasing revenues. As iome, we aim to lead the digital lifestyle services market by delivering relevant, personalised and location-centric services to end-users.”

The new brand, logo and website for iome take effect immediately. 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 Phil Eames and the new iome corporate identity 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-based digital lifestyle services. It partners with brands, 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 / +44 (0) 7725 121189

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

