



Contact: Julie West
Customer Experience Manager
Ph: 604.875.0403
Email: julie.west@quickmobile.com

FOR IMMEDIATE RELEASE

QUICKMOBILE AND BCTIA ANNOUNCE THE MOBILIZATION OF THE 2010 TECHNOLOGY IMPACT AWARDS

May 27th, 2010, Vancouver Canada: BCTIA and QuickMobile are pleased to announce the “mobilization” of this year’s Technology Impact Awards (TIAs) taking place on June 8th, 2010. In collaboration with BCTIA, QuickMobile has developed an iPhone app and mobile website which provides information about the awards dinner real time on any mobile device.

The community will be able to access the awards program, list of attendees, and finalist profiles on their SmartPhone. Other major features of the mobile solutions include online ticket purchasing, past history of TIA winners presented as cover flow graphics, as well as the evening’s seating plan.

David Snell, EVP of QuickMobile stated “we are very pleased to provide the first ever mobile solutions to enhance and extend this year’s TIAs experience. The iPhone application and mobile website benefits both the attendees and organizers by including an interactive mobile program guide with access to real-time features, which in turn provides leading edge interactive tools for all attendees and reduces printed material.”

“We are very excited about using these innovative mobile solutions to differentiate our 2010 TIAs celebration” said Pascal Spothelfer, President and CEO of BCTIA. “QuickMobile has created these mobile tools for us within an extremely short time frame and incorporated features we know will improve our attendees’ experiences at the 2010 TIAs.”

The iPhone app “2010 TIAs” can be downloaded free of charge at the Apple App store. The TIA mobile website can be accessed at www.thetias.mobi.

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About BCTIA

The BC Technology Industry Association is an industry-funded organization supporting the growth of British Columbia’s strong knowledge economy. Our network of 2700+ member companies are all sizes and from all technology sectors and collectively employ over 60,000 workers in BC. We deliver programs and services that directly influence the growth and success of our companies, such as PODIUM, our industry promotion program, Xcelerate, our executive education program, and PEER2PEER groups, where our members connect to share and learn. As the voice of the technology industry, the BCTIA is committed to the ongoing growth, sustainability and prosperity of the technology industry and the transformation of British Columbia to a knowledge-based economy.

About the TIAs

Founded in 1994, the Technology Impact Awards (TIAs) is the largest technology awards program in British Columbia devoted to promoting and celebrating innovation, high-tech excellence and outstanding leadership in the province.

The TIAs are open to technology companies of all sectors and sizes within the Province of British Columbia. All submissions are reviewed by an independent panel of 12 industry representatives from the BC technology and business community. Judges are recognized leaders in their areas of expertise and winners are scored against the criteria as set out in each award category.

About QuickMobile

QuickMobile empowers event organizers to extend their event planning, implementation, sponsorship, marketing reach and brand into the mobile domain, allowing them to connect and interact with their mobile users whenever they want with personalized information wherever they may be.

QuickMobile is a leading mobile business solution provider helping organizations engage their customers in new ways to improve experience and engagement in order to drive added value services, incremental revenue, marketing ROI and brand loyalty. Whether it is SmartPhone (iPhone, iPad, BlackBerry or Android) application development, mobile websites or text messaging campaigns, QuickMobile specializes in the Travel and Entertainment sectors that are increasingly focused on developing new sources of revenue, differentiation and market share.



If you would like more information about QuickMobile and this partnership, please contact Julie West at 604.875.0403 or email julie.west@quickmobile.com