



Orange and NetFM getting commuters mobile

Orange employees across the United Kingdom are soon to be able to find colleagues to share travel journeys to and from the workplace via their mobile phones and intranet site.

NetFM have adapted their Journey2Share product for use by Orange via their corporate intranet to facilitate their 13,000 employees at over 100 sites. Once people register their details they can seek out fellow commuters who share not only a common route to and from work but also a common mode of preferred transport. The Orange version of Journey2Share is called a2b and uniquely incorporates the ability for colleagues to travel together by car, train, bus or even by foot.

a2b works via web access, using a dynamic database that matches potential journey sharers and cross-referencing user locations and user profiles. Registered users for example can offer or request a car share journey by text message or over the web and receive an almost instant match with other commuting employees. This information is transferred onto Ordnance Survey maps for on route planning. The service offers total security using a direct link into Orange via NetFM's ASP (Application Service Provider)

A similar venture in West Berkshire has reduced carbon dioxide emissions by two tones per month as well as alleviating local traffic congestion and parking constraints.

Neil Pratten Head of Health and Safety and Environment for Orange said "Changing travel behaviour is the key to reducing congestion and the pressure on car parking and we believe that this innovative product which uses text messaging technology will help Orange employees to share more and more of their journeys, and so reduce both.

Dave Herring, Chief Technical Officer, NetFM, said " Orange's selection of Journey2Share is a fantastic endorsement of our technology. Both parties believe the product will be an instant and long term success."

Ends

Notes for Editors About NetFM

Netfm works across the telecommunications and Corporate Marketplace to provide Web Collaboration. Central to our applications development is our Mediation Server, allowing dynamic, real time correlations across multiple media and in diverse formats. With the emphasis on innovation and functionality, we have already applied this technology to provide solutions to address and overcome many problems commonly encountered by larger organizations.

For more information please contact
NetFM Media Relations
Tel: +44 (0) 7973 673027 or Email: info@netfm.org