

Draft press release

Pioneering services to be available in Norfolk

Three new services are about to be available on the Norfolk Open Link wireless network following a competition to find new ideas.

Two types of tourist trail are being developed for areas of Norwich and South Norfolk and a virtual character will deliver News, Weather and Sports news updates over the internet and mobile phones.

“We were very impressed by the range and innovation shown in the bids to the competition,” said Norfolk County Council’s Economic Development Manager David Dukes.

“The three services we are funding will provide excellent services to people and businesses in the county but also test the use of the wireless network.”

“We wanted to hear from people, organisations or businesses with ideas to make the most of the wireless technology. Considerable national and international interest has been generated by the project and this should keep Norfolk at the forefront of this area nationally.”

The three projects – which share £30,000 between them – were:

- i-Guide for Norfolk – from StreetAccess Limited. Developing trails for tourists and schools using historic photographs etc
- Mobile Tourist Information – from TourNorfolk. Producing trails which can be accessed on hand held computer devices which can be hired from Tourist Information Centres and other locations
- NewsFast – from Televirtual. Delivering news, weather and sports news updates via BRIAN, a virtual Newscaster designed to deliver the latest information to individual Homes and Phones.

The bids were judged by a panel that included EEDA and South Norfolk District Council as well as Norfolk County Council.

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