

PRESS RELEASE

Product customisation and reliability gain success for Mobile Expertise

UK-based Mobile Expertise (ME*), the data radio design and manufacturing company, returns to exhibit at IWCE this year (9-11 March 2011) following a successful product launch in 2010. ME* can be found at Booth No 2089.

Having launched the FCC-compliant ME-D150 in 2009, and its sister product ME-D350 last year, ME* has spent the past 12 months providing technical support and a number of customised radio options to clients to help with product integration.

Andrew Smart, Business Account Manager at ME*, says, "Over the past year we have been approached by a number of customers who have needed more than a simple, transparent radio. Our solid product design, coupled with a flexible attitude towards customer service, has enabled us to present numerous product variants to our customers. These variants have ranged from simple higher baud rates to more complex programming options, including an increased number of channels.

"We have an incredibly gifted and dedicated technical support staff, who provide an excellent service to our customers. They are the backbone of our company and help turn a reliable data radio into a vital component in any customer application."

ENDS



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..2 Mobile Expertise commits to USA market, returns to exhibit at IWCE

About Mobile Expertise:

Specialising in the design and manufacture of high performance wireless RF data products, Mobile Expertise ensures its products meet the highest standards of performance and regulatory compliance in accordance with its ISO9001 registration.

For more information about Mobile Expertise, please visit:
www.mobile-expertise.co.uk or call +44 (0) 1442 874604

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