



31st January, 2011

PRESS RELEASE

Royal Borough of Kensington and Chelsea appoints Incentivated to deliver mobile portal for Olympics visitors

London, January 2011 - Incentivated will provide a mobile portal providing tourist and visitor information for the Royal Borough of Kensington and Chelsea.

The Royal Borough of Kensington and Chelsea has five areas (Kensington; Notting Hill; Sloane Square/ King's Road; Holland Park and Knightsbridge) which are international tourist destinations.

As part of the borough's visitor strategy, in the lead up to the 2012 Olympic and Paralympic Games, it has decided to develop a visitor website to raise the profile of The Royal Borough and help visitors to the Capital.

Because visitors are increasingly likely to want information through their phones Incentivated is ensuring that any visitors using a mobile are identified and provided with a version of web pages they request in a form optimised for their specific phone or device.

The mobile internet site will provide interactive access to the shopping and location maps being developed for the visitor website and will be integrated with the CMS used to produce the desktop site.

Commenting on the appointment, Trevor Ridley, The Royal Borough's Internet and Media Manager said: "It is important for our residents and resident businesses that we help visitors to the area find their way around and take advantage of the many different amenities on offer. With the expected influx of visitors to London, especially first-time visitors, in 2012, this becomes a much higher priority.

"We recognise the importance of mobile as the screen of choice for many people when navigating their way around these days, and are pleased to be able to deliver our site using a company that are mobile specialists and can assist us as expertly as Incentivated."

Jonathan Bass, Managing Director for Incentivated added: "We are delighted to be able to assist the Royal Borough of Kensington and Chelsea by ensuring that visitors to the borough will be able to access this information on the go in a way that is deliberately designed to ensure accessibility that is best-suited for their specific phone".

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managing mobile interactivity

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Notes to Editors:

Royal Borough of Kensington and Chelsea mobile internet site for visitors

The Royal Borough of Kensington and Chelsea, in central London, has fantastic shops, museums, and cultural attractions. It is working with Incentivated to provide a mobile internet site for tourist and visitor information about the borough. The site is part of Royal Borough's visitor strategy in the lead up to the 2012 Olympic and Paralympic Games and aims to provide users with a site for their own specific phone or device.

About Incentivated

Incentivated (www.incentivated.com) is a mobile-specialist independent, marketing, communication and business solutions company.

We design, develop and deliver content, enterprise messaging, business, marketing and technology solutions for a wide variety of companies as well as in partnership with their (advertising, digital, media, sales promotion and direct) agencies using the full range of mobile capabilities through IRIS, our proprietary best-of-class technology platform

Our core mobile specialisations include:

- Custom, multi-platform application development
- Optimised mobile internet site development identified and served through our best-in-class proprietary Phone Capabilities Database
- mobile advertising, search engine marketing and search engine optimization
- SMS and MMS marketing campaigns for customer acquisition and/or retention
- Mobile commerce solutions including in-site/app card payment solutions, vouchers and 2D barcodes
- Integrated Mobile strategy consultancy

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Estée Lauder, Halifax Bank of Scotland, Heineken, Hilton Group, Jaguar, King of Shaves, Liverpool City Council, Marks & Spencer, Mayor of London, Mothercare, NSPCC, Pricewaterhouse Coopers, Scottish Power, Virgin, and Visit Britain