

PRESS RELEASE

Incentivated builds mobile site for Community Security Trust

London, 11th November, 2011

Leading mobile marketing and technology company, [Incentivated](#), has created a mobile – optimised website for the Community Security Trust (CST). The [mobile site](#) uses Incentivated's phone detection API to display the site to its best capability depending upon the viewer's handset, regardless of whether smart or feature phone.

CST is the only organisation in the country dedicated to collecting, analysing, responding to and refuting anti-Semitic sentiment.

The mobile site went live on 26th September and enables people in the UK to report acts of anti-Semitism such as graffiti, abusive behaviour and assaults. Enabling the community to access the site through their mobile phones makes reporting faster and easier, and makes responses to these reports quicker. The site is written in [HTML5](#) meaning on some phones CST can quickly obtain [GPS data](#) to provide a more accurate location of a given report.

CST now have a simple, clean, and easy to navigate site that is easily viewed when people are out and about. It also has clear calls to action such as 'click to call' for the emergency services or the local CST office.

/ENDS/



For further information:

Contact information

Jason Cross, Marketing Director

Incentivated

+44 (0) 20 7392 2323

press@incentivated.com

www.incentivated.com

About CST

Every year [CST](#) helps secure over 300 synagogues; over 120 Jewish schools; more than 1000 Jewish communal organisations and buildings; and approximately 1000 communal events. CST also represents the Jewish community on a wide range of Police, governmental and policy-making bodies dealing with security and anti-Semitism. Indeed, the Police and government praise CST as a model of how a minority community should protect itself.

CST is the only organisation in the country dedicated to collecting, analysing, responding to and publishing statistics relating to anti-Semitic figures. CST publishes these figures in the *Anti-Semitic Incidents Report* annually.

CST statistics, opinion and analysis are also sought by the media, academic bodies, law enforcement and government on all matters relating to anti-Semitism, terrorism, communal security and policing.

As the threat of terrorism and the physical manifestation of anti-Semitism – anti-Semitic incidents – increase, so the work of CST becomes even more essential. CST's aim is to provide the community with as high a level of security as possible to combat these threats, enabling Jewish community life to be open, proud and strong.

About Incentivated

[Incentivated](#) (www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text CODE to 62233 to link to a reader appropriate to your phone.