



Stout (right) presents
RK:LEEDS with the 2005
cross religious media award

Designed website national award

ty portal website designed
by Keighley-based Intrica won
s media award this week.

RK:LEEDS
orkleeds.com) beat off
from BBC and other national
win an annual Andrew Cross
dia award, administered by
s' Media Council. Winners in
ries ranged from Guardian
ournalist Stephen Bates to
commercial broadcasters and
groups.

Creative Director Greg
d: "This is a great success for
EEDS, which brings the latest
news to thousands of Leeds-
nts, and hosts lively online

site puts state-of-the-art
agement software into the
community representatives
iginal framework designed
ented by Intrica.

RK:LEEDS praised Intrica's role
e's success, saying 'the team
thank all who contribute to
especially designers Intrica
nderstood and supported the
lay one'.

ward ceremony on 7 June,
ut, winner of Big Brother 4,
phies to the 17 winning
said: "I'm delighted to be
these awards which display
d quality of programmes and
the media. [It is] obvious
ity is a vital and creative
edia."

es said of the
EEDS website that it had "a
design and a dynamic feel
raw potential users. The
ards were good and the site
dience suitability with
t".

Putting you in touch with the future

By Dean Sanderson

In today's fast paced business society you need to be constantly up to date with what's happening out there in order to remain competitive.

Whilst you're out and about tomorrow, a client could send you an email that requires an immediate response – but you're not around to respond, until you got back to your PC later that night – but never mind, the customer gets the answer from a competitor and subsequently places a large order with them. It's examples like these that have driven many small businesses to look towards technology to solve the problem of – "how can I remain in touch with the office even when I'm out and about?"

As you'll know well, technology moves on at an alarming rate, so much so that solutions to this dilemma have already been developed, boxed, gift wrapped, and are ready now to be deployed within your business.

So, if you genuinely feel that having your staff tied to their desks when they should be sat in front of your clients is costing you money, then we have two solutions which could change the way you work forever:

■ **3G (Third Generation UMTS)** – 3G was developed to revolutionise the way we communicate. Utilising your existing laptop and a 3G card (pictured left), you can now retrieve emails, documents, even your company data wherever



your business takes you that day. With the ability to send information as well, the quote you would usually post tomorrow when you return to the office can now be sent today, giving you the edge over the competition. Simply power up your laptop, connect and within minutes valuable real time data can be sent and received with ease and at a very affordable rate. Dependent on your current office hardware configuration it can also offer you a secure connection to your companies VPN (Virtual Private Network) allowing you to access information as if you were sat at your own desk.

■ **Blackberry** – Utilising GPRS (General Packet Radio Service) Technology, a new breed of handheld PDA (Personal Digital Assistant) has emerged with Blackberry made by RIM (Research in Motion). Blackberry handsets utilise 'push technology' meaning that POP3 (Yahoo, Wanadoo) emails are delivered to device without you even having to request them!

If you receive your email through your company network i.e. Exchange Server; the BES (Blackberry Enterprise Edition) technology 'pushes' the information out of the server across the mobile network and it arrives the same way as it would on your office PC/laptop. Now just think of the benefits of having access to real time email when you're out and about? Could it make you more competitive?

➔ Call Dean Sanderson at Interface (DCB) Technology Ltd on 01924 224929 for a free consultation.

Winning ticket for York races

A sophisticated software-based ticketing system, developed by Leeds software specialist, Logical Minds Ltd, has helped York Racecourse to achieve a record season this year, according to Racecourse head of marketing and sponsorship, James Brennan.

Restricted by a pre-order paper-based ticketing system, the racecourse, which has just hosted Royal Ascot 2005, turned to Logical Minds.

Logical's director, David Weaver, said: "By doing away with the old system and developing a software solution tailored specifically to the needs of York Racecourse we have ensured that it now has one of the most sophisticated, customer-focused ticketing systems in the country."

Visitors are now able to order online or over the telephone, with a new QuickAddress system helping staff to accurately identify the customer's address through post code and house number details. Order processing is also carried out on the system, ensuring that standard and discounted ticket prices are applied consistently.

As the racecourse experiences regular



From left: racecourse head of marketing and sponsorship James Brennan, Logical Minds project manager Andy Travis, racecourse sales supervisor Karen Dunbar and Logical Minds director David Weaver – all at the winning post!

surges in ticket demands, the system also ensures that hundreds of tickets can be printed off in a matter of minutes rather than hours.

"We are very impressed with the system," said York Racecourse's James Brennan. "Logical Minds' commitment to

supporting York Racecourse has proven them to be reliable and professional company to work with."

➔ Contact Logical Minds on 0113 236 1199 or visit www.logicalminds.co.uk.