

An easy solution for mobile retailers

Moving mobile content such as contacts, images and messages from one smartphone to another has become a real pain point for both consumers and retailers alike. That's according to Paul Prendergast, CEO at Inhance Technology, who recently announced the UK and Irish launch of CTX, the content transfer mobile application that does just this. Founded in Ireland in 2005, with sales hubs in the UK, the USA and China, Inhance offers a suite of products that helps businesses become more profitable by ensuring their customers' devices and content are secure, optimised for use and when the time comes, ready for trade-in.



Mr. Prendergast explains that Inhance Technology started as a mobile device security company for Blackberry, which at the time was the dominant smartphone. The company has since moved onto enterprise applications, serving some of the world's leading mobile retailers, insurers and trade-in companies. It ranked first in the 2014 Deloitte Fast 50 for fastest growing Irish technology companies; according to Mr. Prendergast, Inhance Technology has grown by a staggering 5,000% year over year.

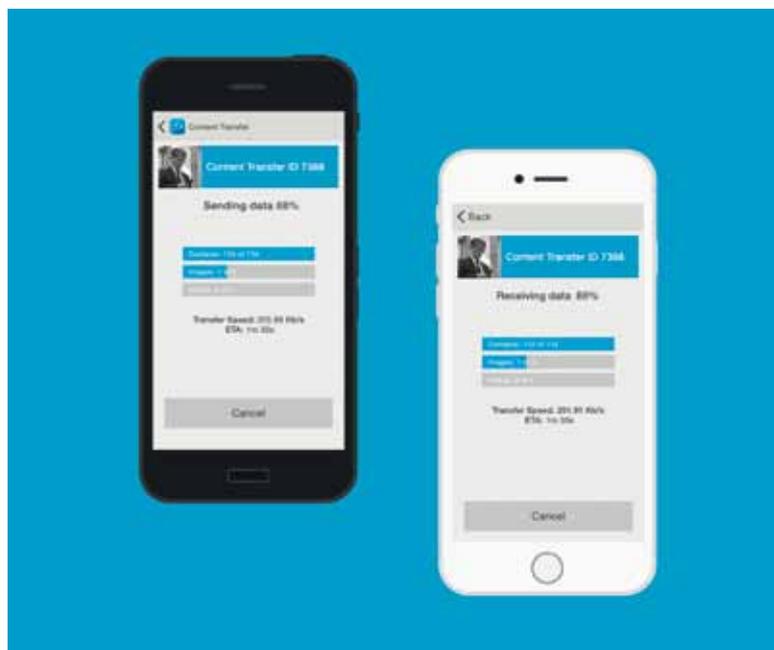
CTX was built as an add-on for the company's white label security device and data security app, used by companies including Virgin Mobile, The Carphone Warehouse, Dixons, and Best Buy in the States. It addresses an issue that most consumers will recognise, namely that of transferring files and content from your

old mobile to your new one, an issue which is further complicated when the two run on different operating platforms. CTX quickly and securely transfers contacts, images and videos between any combination of iOS, Android and Windows Phone device (as well as SMS between Android devices). All content is transferred wirelessly using a secure WiFi connection, removing the need for additional hardware or cloud storage space. It also reduces in-store waiting times by enabling sales agents to carry out multiple simultaneous content transfers. The CTX app is mainly targeted at retail stores specialising in mobile phones and subscriptions for consumers. It has carried out 200,000 transfers since its debut in the United States and has been deployed in more than 2,000 retail stores nationwide. It is being used

by some of North America's leading mobile and consumer electronics retailers including Best Buy and My Bullfrog.

"We have completely re-imagined the way in which retail agents transfer content from a customer's old device to their new one with CTX," says Mr. Prendergast. "Research has told us that 8 in 10 UK consumers would prefer to purchase a new mobile device from a store than can transfer all their valuable content. CTX is a fast and dependable product that copies mobile content easily, ensuring customer content is securely transferred to a new device. We're very excited to be bringing it to mobile retailers in the UK and Ireland, where we believe it will help to reduce costs while also reducing in-store waiting times."

Faced with increasing competition, Inhance Technology will continue to develop added value apps such as CTX, says Mr. Prendergast. The company additionally plans to invest in expanding its European and US teams.



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