



## Zinadoo's got Game with GAA

News Release, 15 November, 2006: GAA clubs all over the country are looking to local Waterford start up company Nubiq and their pilot product zinadoo.com for a more efficient means of communicating with teams and club members. Zinadoo ([www.zinadoo.com](http://www.zinadoo.com)) is an online service that allows clubs to create their own mobile site in three easy, non-technical steps. Once the club has published their mobile site, they can use the handy set of text services to promote the club, maintain training schedules and communicate with their members via their mobile phones.

Clubs such as Éire Óg in Carlow are using Zinadoo in this way. Turlough O'Brien, Development Officer at Éire Óg, says "We have found the system very useful for sending multiple messages to different teams and committees in our club."

So what does Zinadoo have to offer clubs? Zinadoo allows clubs to create their own mobile site for free where they can display the latest photos and team news. Zinadoo also offers an online phonebook for easy storage of group contacts. However, the most popular feature of this new Irish service is the set of text services that are available to help clubs stay in touch more efficiently. Instead of sending a text to every member individually, the club can send just one text to a selected group to communicate match/ training times etc. The fans can also get in on this new innovative service by subscribing to a club information service like 'team results', so if they can't make the match at the weekend, they can still receive the highlights via text.

Other text services allow clubs to create their own voting service where the public can text in to vote on their 'man of the match' for example. A TextIn/TextOut service allows the public to send a text to their club and receive the latest news by return. Éire Óg has tailored this automated response service to keep their members updated on the club news which Turlough accounts as being "A simple and effective communication system".

Zinadoo is available at [www.zinadoo.com](http://www.zinadoo.com)

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