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Nubiq Ltd. to commercialise research at WIT

The Centre for Converged Communications Services (3CS) established by the Waterford Institute of Technology (WIT) will see another spin off company come to fruition in September - Nubiq Ltd.

Funded by Enterprise Ireland, the new campus company, which specialises in community mobile solutions, will launch its first product, zinadoo.com around that time.

Zinadoo provides a service that enables end-users to create their own mobile website from their computer. The service provides a full solution to end-users to enable them to take existing website content and create, deploy and manage new mobile services and mobile websites. Users don't have to write software, develop and manage connections to operator's networks and gateways, or host, manage and monitor the service.

In addition to mobile website creation, an end user can create their own text services to promote their site, invite people to see it and use it to build community services. The zinadoo services range from group texting, to text voting and automated text response services, which set it apart from its competitors. It is an easy and effective way for people to express themselves through the creation of websites using their mobile phones.

Sporting clubs

Since February of this year, sporting clubs such as GAA clubs, golf clubs and more recently the Waterford branch of the Youth Information Services Organisation have taken part in the new mobile services trials. These trials aim to bring mobile services to community groups and SME's looking for an easier way to keep in touch with friends, family and customers.

Helene Haughney, Chief Executive, Nubiq said: "Until now internet users who create content and services on the web, be it social networking, journaling or using sites for photo distribution, have had no way of doing so for mobile apart from simple blog support.

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Nubiq Ltd. to commercialise research at WIT

As a solution to this, we developed zinadoo to be used by individuals, social clubs, high growth SMEs, anyone in fact, to build innovative mobile websites and community services. It allows businesses and communities to communicate using the most effective means available today - the mobile phone."

"So far uptake for this service has been high and the reaction to it from our end users has been very positive. They have found it invaluable for sending out notifications regarding, for example; golf competitions, concerts and match fixtures," Ms. Haughney continued.

Barry Downes, Centre Director, 3CS added: "Using zinadoo is as easy as listing an item on eBay and as a result it will tap into the latent demand of end-users to use the mobile channel to publish, share information and engage in social networks. It grants users, previously denied by technical and organisational hurdles, access to an easy-to-operate solution, value added services, international communities and limitless business opportunities."

The zinadoo product is being trialled under the EU funded eTen market validation project. Built by the project coordinator - Waterford Institute of Technology, other partners include: AePONA (UK), Aceno (Ireland), Fraunhofer Institute FOKUS (Germany), OTEPlus (Greece) and Telefonica I&D (Spain).

According to Barry Downes "Nubiq is the first of a number campus companies that 3CS is developing based on its research agenda and its collaborative relationships with industry and the research community. I look forward to Nubiq's success and future technology transfers based on 3CS's research that will benefit the Irish economy".

About 3CS

The Centre for Converged Services (www.3CS.info) main area of research is convergent software services for next generation networks such as IMS (IP Multimedia Subsystem). 3CS is associated with the Telecommunication Software and Systems Group (TSSG) at WIT and also Fraunhofer Institute FOKUS, in Berlin. 3CS has expertise in the areas of IMS services, Internet Information Management and Syndication (RSS/ATOM) systems, architectures and services, mobile multimedia and Web 2.0 services and frameworks. 3CS currently has 12 active research projects, the funding for which has been won through competitive tenders for national and international research funding.

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