

Press Release. 22nd September 2004

SPIRIT APPOINTS STL AS A GOTIVE RESELLER

Spirit Data Capture Limited has approved the appointment of Smartertrader Limited (STL) as one of its key resellers. STL will focus on selling the Gotive H41, an innovative Wireless Enterprise Communicator (WEC) to which Spirit has the sole UK and Ireland distribution rights.

The Gotive H41 is a versatile and rugged handheld computer, which revolutionises the collection and communication of information. The latest versions have options that range from an integral Smart Card Reader and a GPS navigation system through to a serial RS232/422/485 interface.

STL is based in Leeds and specialises in the provision of business solutions - including software applications, transactional websites, consultancy and data management - to the distribution and manufacturing sectors.

Mike McGee, Managing Director of Smartertrader Limited, says: "We've known the team at Spirit for some time, and have been impressed by their capabilities. We chose the Gotive for our applications primarily because we needed a flexible and portable computer, but palm-sized units are too small and tablets are too large.

“The Gotive is ideal for people carrying out activities such as stores audits who need to see a reasonable amount of information on the screen, or who need to be able to take orders easily. It will appeal to a wide range of customers in the manufacturing, wholesale and distribution sectors.”

He adds: “The nice thing about working with Spirit is their versatility. We have a much closer working relationship than the normal buyer-seller approach. Spirit don’t just sell the Gotives to us - they also support us well by loaning us products to try out and by providing technical help and other back-up services.”

Ebbie Khadem, Spirit’s Managing Director, says: “This is an exciting time for Spirit, and we are looking forward to exploring new markets for Gotive as well as our other products. We’re delighted to be working with Smartertrader, and look forward to helping them to open up new business opportunities in their target sectors.”

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Notes for Editors: Spirit Data Capture is based in Preston Brook, Cheshire. The company is a totally independent mobile computing and data capture house, with in-depth knowledge of the latest wireless and mobile computing technologies which boost productivity and profitability. Its services include planning, design and development, implementation, and support.

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