

## PRESS ANNOUNCEMENT

# Double vision - Alloy showcases radical Couple-IT concept at Mobile World Congress

*Visit Alloy at the Mobile World Congress, Barcelona, UK Trade and Investment, The Avenue, AV26*

***Mobile World Congress, Barcelona, February 11<sup>th</sup> 2008 - Leading UK industrial design consultancy unveils a whole new mobile handset concept to offer users true convergence and drive usage of high value mobile services***

Alloy, one of the UK's largest industrial design consultancies has created a new vision for future mobile communications aimed at delivering real convergence to users over the mobile network.

Named Couple-IT, the concept consists of two complementary mobile devices and a supporting network infrastructure. The two devices effectively act as one to address the communications needs of a modern generation.

Rather than trying to incorporate every single feature and function into one device, with the inevitable compromise on size and usability, Couple-IT uses two linked devices to provide suitable solutions for different scenarios. The user has the reassurance that their content is fully accessible at all times from both devices.

Each Couple-IT account would use twin SIMs and software which would establish intelligent synchronisation between the two devices. In this way data, such as contact and diary info, owned content, digital license permissions and preferential links remain coordinated across the two devices.

When on the move, a small device is the cornerstone of a user's relationship with any mobile network, and this remains the case with Couple-IT. However, when the user wants the benefits of a larger screen or memory capacity (say to watch video content) or a reasonable sized keyboard, the user can switch to a laptop-sized smartphone with the same intuitive user interface and, thanks to the mobile network, fully co-ordinated content.

Gus Desbarats, Chairman of Alloy said: "Couple-IT shows what can be achieved when the user's experience and network relationship is managed in a more holistic way involving different device form factors for different tasks and situations, with a very high level of intelligent synchronisation of personal data across the devices."

"The concept is inspired by Alloy's mix of deep user insight and understanding of the capabilities of IT-communications technologies gained from hundreds of design projects in this sector for clients like BT, HP, and Toshiba among others."

The Couple-IT concept is currently on display at the UK Pavilion on the Avenue at Mobile World Congress in Barcelona (AV 26).

## **Notes to editors**

### **About Alloy**

Formed in 1999 by a group of experienced design professionals, Alloy has grown threefold remaining consistently in the Design Week Top 10 UK product design consultancies. In the complex, competitive global trading environment of the 21st century, the commercial need for products to deliver excellent, carefully tailored user experiences is stronger than ever. Alloy's strength lies in a team philosophy where designers are directly responsible for projects and accountable to clients. Today, most products are created by teams of specialists, so this holistic insight is often lost. At Alloy, multidisciplinary designers working in close teams have regained this holistic vision.

Please visit:  
[www.thealloy.com](http://www.thealloy.com)

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The Mobile World Congress is between 11 and 14 February 2008. The UKTI-arranged stand is on the Avenue, AV26

For more information contact XL Communications or James Clements at UK Trade & Investment on 020 7215 2491 or e-mail [james.clements@ukti.gsi.gov.uk](mailto:james.clements@ukti.gsi.gov.uk)

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