

Mobile Monday Peer Award goes to Lahti (9th May 2005)

Press release

For release on Monday 9th May at 6:30 p.m.

Members of the media will have an opportunity to talk to the winner at Wanha Satama.

Reuse of cancelled appointments received a mobile application award

MobileMonday's competition of Finnish mobile application was won by an SMS application that was developed and produced by Quickclac Finland Oy and the Lahti Science and Business Park. The application is used for filling cancelled dental appointments on short notice.

The first ever MobileMonday Peer Award prize was given to the winner on Monday at 6:30 p.m. at Wanha Satama in Helsinki in recognition of the mobile application's high-quality functionality and the noteworthy added value it brings to its users. Also, the large potential user base was taken into consideration in the choice of the winner.

The award was given by the chairperson of the MobileMonday Advisory Board – representing the Finnish mobile industry community – and chairperson of the Board of Directors of SysOpen Digia, Pekka Sivonen. The award was given at the first MobileMonday Global Summit event.



Hannele and Ari Laurila received the first Mobile Monday Peer Award on Monday 9th May 2005 in Wanha Satama, Helsinki

Mobile extension of the appointment system to improve dental care in Lahti is a pioneering application in the Finnish social and health care sector. The application proves that in a country where a mobile phone is part of people's daily equipment, it can be used for improving the quality and effectiveness of function, says Sivonen.

In fields that deal with plenty of people, even seemingly small improvements can bring big savings. The mobile extension of the appointment system in Lahti can be applied, with almost no tailoring, in several other organisations, too. Benefits for both the end user and the supplier are obvious, says Jari Tammisto, the managing director of Mobile Monday Oy.



6 % cancellations

The winning application has been helpful in cutting long dental queues in Lahti, when cancelled appointment slots are forwarded on short notice. Normally about 6% of all appointments are cancelled, and 78% of the cancellations occur in the 7-17 age range.

Cancelled appointments are being utilised by those who have registered to join a mobile queue. The first five persons in line get an SMS message on their mobile phones telling them about the available appointment, and the first customer to reply gets it.

The application picks up the right SMS addresses from a queue database. Invitations are sent by SMS with a single button press.

The application, now in use in 21 dental care stations in Lahti, was implemented by Quickclac Finland Oy and the Lahti Science and Business Park's IT centre.

In Lahti, another GSM service was introduced in June 2004. Created in response to the needs of on-call dental care, this application is used for decreasing waiting times in reception areas. Customers who register on reception get an SMS message an hour and a half before the estimated care time.

Six in the final round

The MobileMonday Advisory Board, consisting of professionals in the mobile industry, chose the winner of the award from among six finalists.

In total, 37 well-justified proposals took part in the competition. Proposals were submitted via the www.mobilemonday.net web site.

The six finalists were:

1) Digia ImageExpo, an application of SysOpen Digia, which makes it possible to present Symbian phones and applications on the computer screen or via a projector.

2) The SMS message check-in system used by Finnair, in which members of the Finnair point collection programme can perform their flight check-in with an SMS message (in the Nordic countries). The application was built in co-operation with Aerosystems Oy, BookIT Ltd, and Elisa Oyj.

3) Reuse of cancelled dental appointments, an SMS extension of the Lahti dental care appointment system, developed by Quickclac Finland Oy and the Lahti Science and Business Park's IT centre.

4) Hantro H.264 Player, Hantro's mobile phone player for videos which are packed in MPEG-4, H.263 or H.264 format.

5) Mobiiliraksu, a mobile version of the assessment system for breeding animals, developed by Maatalouden Laskentakeskus

6) Mobile Enterprise Solution, a server application base developed by Reslink Solutions and an application for Symbia phones, which is used for bringing production direction and customer management applications to the work environment with the help of a mobile device, using a barcode reader.

Mobile Monday Global Summit

Mobile Monday Global Summit (more details at: <http://www.mobilemonday.net/mm/summit2005/>) is part of the two-day Mobile Enterprise event organised by Tieturi and MobileMonday Finland on 9–10 May in Wanha Satama in Helsinki.

(More details at: <http://www.tieturi.fi/koulutus/seminaarit/mobileenterprise/home.asp>)

The event, which starts on Monday at 5 p.m., is free for members of the public. Also, the organisers of MobileMonday event from Flint Valley, Japan and Italy will be represented, as well as the international press.

Mobile Monday

A community of suppliers in the mobile field, MobileMonday began operation in Finland in 2000. Its target is to improve the success of the field by bringing together people working in different companies and organisations, enhancing the interchange of knowledge between suppliers.

The MobileMonday events provide a neutral meeting place where those in the field can freely exchange ideas and test them in a multi-profession environment, receiving feedback from other professionals. Events that use English can be attended by interested parties from all countries.

MobileMonday Oy holds events monthly, maintains an online service, and publishes a weekly newsletter.

Operations are directed by the **MobileMonday Advisory Board**, a group of active suppliers in the Finnish mobile cluster:

Pekka Sivonen, SysOpen Digia, chairperson

Jari Tammisto MobileMonday, secretary

Mikko Armila, Zed/LaNetro

Erkki Hietanen, Tekes

Hannu Kari, TKK

Juhani Kivikangas, TeliaSonera

Ahti Leväaho, Metro

Juha Lintula, TietoEnator

Markus Myhrberg, ACE Law

Kari Ojala, LVM

Vesa-Matti Paananen, Add2Phone

Kari Partanen, Elisa

Roger Pineda, Mobile-Zoom

Mikko J. Salminen, Nokia Networks

Artturi Tarjanne, Nexit Ventures

Peter Vesterbacka, HP Mobile Bazaar

More information:

Jari Tammisto

CEO

+358 400 333 366

jari.tammisto@mobilemonday.net

<http://www.mobilemonday.net>

<http://www.mobilemonday.net/mm/summit2005/>