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LogicalTech Brings Pyxis Mobile Application Platform To Australia

Mobile Application Development Made Easy With Pyxis Mobile

Melbourne, 19th August 2010: LogicalTech, the IT Integration Specialist, announced today that it has been named an Authorised Reseller and certified integration partner of Pyxis Mobile, the leading mobile application platform provider, to bring its Configure Once, Run Anywhere™ technology to Australian businesses.

LogicalTech has identified Pyxis Mobile as the best choice for Australian companies that need to implement complex mobile strategies including the delivery of multiple applications for employees and customers, integration with back-end systems, and support for a wide range of mobile devices.

Pyxis Mobile's application platform enables organisations to easily develop, deploy, and support mobile applications that run natively across BlackBerry, iPhone, Android, and Windows Mobile devices from a single configuration without coding or compiling. This means a mobile application can be up and running in record time for all users.

"The mobile integration challenge is becoming increasingly complex with more applications being developed and more time being spent integrating them into new and existing devices. We can now develop applications for our customers in real-time across any device, saving hours of time and resource and we expect to see a strong demand for the Pyxis Mobile platform here in Australia," said Martin Coyle, General Manager, Business Development, LogicalTech Group.

As part of the certification program, the Pyxis Mobile team has been working together with LogicalTech consultants to help train them on how the application platform works, the features it offers and how to update or build new applications for customers.

Supported across all major device operating systems, Pyxis Mobile eliminates the

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frustration caused by the diversification of end user mobile devices, and can also be scaled across virtually unlimited users. This makes custom designed mobile applications a reality for organisations in Australia, which can be used to extend business to customers and partners, helping to build brand loyalty and gain a competitive edge.

“We partnered with LogicalTech because they offer exceptional mobile expertise and were committed to a relationship with Pyxis Mobile. We look forward to working with them to expand our global footprint and demonstrate how mobile enterprise applications can increase organisations productivity, support staff working remotely and effortlessly share information,” said Rick Hutton, VP , Channel Sales at Pyxis Mobile.

Resources:

- Learn more about Pyxis Mobile at <http://pyxismobile.com/>
- Find additional LogicalTech news at www.logicaltech.com.au
- Follow LogicalTech on Twitter at www.twitter.com/logicaltechaus
- Follow Pyxis Mobile on Twitter at www.twitter.com/PyxisMobile
- For videos about Pyxis Mobile, visit <http://pyxismobile.com/Resources/Videos.aspx>

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About Pyxis Mobile

With over ten years of mobile technology experience, Pyxis Mobile’s mobile enterprise application platform is used by companies across the globe to develop, deploy, and manage mobile applications. Pyxis Mobile’s best-of-breed App Studio empowers the creation of rich, award-winning applications that fully integrate with BlackBerry, iPhone, Android, and Windows Mobile devices from a single configuration. To date, Pyxis Mobile applications are in use at over 2000 companies, including 6 of the top 15 “Fortune 500”

MEDIA RELEASE

and 28 of the top 50 global asset managers. Pyxis Mobile's customer list includes such companies as Concur, Thompson Reuters, Deutsche Asset Management, Northeastern University, Blackstone Group, Manulife, New York Life Investment, AXA Financial, Sun Life Financial, and more. For more information, visit www.pyxismobile.com.

About LogicalTech

Established in 1986 LogicalTech is an experienced Australian IT company focused on delivering enterprise and corporate business solutions.

LogicalTech provide a fully rounded service offering, from strategy through to technical service delivery and specialise in various technologies including Oracle, Microsoft, Unix Windows, Cisco, SAP and Java. For more information, please visit www.logicaltech.com.au.