

Public Computing and Worldroom India Announce Strategic Partnership

Public Computing BV and Worldroom India Ltd partner to tap into the fastest growing market in Asia.

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It has been recognized that self-service concept in the Indian sub continent is essential for the increasingly technology aware youth of India. This generation is embracing self-service technologies in banking, airline ticketing and many other applications. The market metrics in India require a close co-operation between manufacturers, local solution and software partners. Through an exclusive partnership with Worldroom, the two partners will tap into this market with such phenomenal potential.

Having just returned from India, Peter te Lintel Hekkert, Director of sales for Public Computing: 'The use of the self-service market in densely populated area is growing rapidly. Being able to serve consumers on the scale required in India will require the use of new technologies. Whilst margins in this sub continent are certainly under pressure, there is the huge benefit of large scale production and with the flexible cooperation between the two companies, we have the ability to put a custom supply-chain solution in place.'

Mr Philip Pothen, Director of Worldroom adds: 'Introduction of self service terminals for Airlines, Hotels, Malls and E-Ticketing for Airlines and Railways are essential to meet growing demand of national and international travellers. Similar growth is occurring in Banking, Insurance and rapidly expanding Mobile Telecom sectors. We are uniquely positioned to realize our growth ambitions with this new partnership.'

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ABOUT WORLDROOM - is uniquely positioned in India to cater to the consistently growing travel and tourism industry by providing complete end to end solutions to Airlines, Railways, Cruise ships, Tourism Boards, and Hotels with dynamic digital signage, streaming contents on IPTV platform with triple play functionality in addition to Wireless Access Network to a large cross section of broadband users in Banking and Telecom industry.

ABOUT PUBLIC COMPUTING - Public Computing is the leading manufacturer of cost effective Public Computers (Kiosks) and Digital Signage hardware built with best-in-class components. Functionality ranges from self-service and point of sale-solutions to informational and marketing points. Public Computing has production facilities in Taiwan. The equipment is being sold through a network of Distributors and Value Added Resellers as well as to a number of corporate accounts.

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You can also visit www.publiccomputing.com for more information.