

Openstream launches world's first Multimodal Mobile Clinical Trials solution; Announces advanced versions of Pharma Sales application for smartphones

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Bangalore, Karnataka, October 29, 2009 /[India PRwire](#)/ -- Openstream Inc. (www.openstream.com), a leading provider of multimodal mobile platform and solutions, announced the launch of Openstream's new multimodal mobile Clinical Trials Solution at the Pharma Force 2009 conference in Philadelphia, USA.

Openstream's Clinical Trials solution improves the efficiency of clinical trials by enabling effective collaboration with subjects using mobile devices, exchange of rich data in real time, improving data accuracy & reducing rework and improving safety and compliance

Built on Openstream's innovative Cue-me™ multimodal platform, the new multimodal Clinical Trials & Pharma Sales Applications allow field-personnel use multiple modes of input such as voice, camera images, video and digital ink annotations to promote richer communication and real-time collaboration among the players in the eco-system. Key features of this innovative new solution include:

- Rich information using multi-modal collaboration for eDiary, Protocol forms and other requirements
- Increased Coverage by running applications on any device
- Automated data collection using Medical Device Integration
- 21CFR Part11 conformance (U.S FDA) with advanced data and transport security features
- Optimize time by managing device and Protocol form updates over-the-air

Speaking about the launch of the new solution at the Pharma Force 2009 conference in Philadelphia, Balaji Narayana, Director of Openstream has said "Clinical Trials are inherently distributed over several geographic regions and collection of trial-data accurately and in a timely manner is critical to the development of effective drugs for the Pharmaceutical Companies. For the first time in the world field-users can use a mobile clinical trials solution that allows multimodal interaction – ability to use pictures, annotations and voice notes together to collaborate. This multimodal solution dramatically improves the quality of data-collected and also improves the effectiveness and accuracy of communication among players in the eco system."

Raj Tumuluri, CEO of Openstream, said regarding the Company's focus on India "The potential for the Pharmaceutical and Health Care industries in India to meaningfully reduce costs and improve operational efficiencies of their assets through Openstream's mobility solutions - whether for Sales Reps, Clinical Trials at multiple locations, or for Doctors doing their rounds at Hospitals - is significant. Openstream's solutions meet the unique demands of differing end-users with rapid time to market, minimal organisational disruption, and in a cost effective manner."

Notes to Editor

About Openstream

With offices in Bangalore, India, and Somerset, New Jersey, Openstream is a leading provider of secure; standards based multimodal, mobile platform and applications, for Enterprises, Content Providers & Carriers worldwide that offer cost-saving and brand-loyalty-enhancing mobile applications. Openstream is a privately held angel investor funded company.

Openstream offers a wide variety of Mobile Force Automation solutions across industry verticals spanning Home Health Care, Clinical Trials, Pharma Sales, Field Services, Retail, Manufacturing & Distribution, Telecom, Media /Digital Publishing, Financial Services, Insurance, Inspections & Utilities.

About Cue-me™

Openstream's Cue-Me is a W3C (www.w3c.org) standards based, Multimodal Mobile Application development platform that enables enterprise developers and ISVs to quickly develop multimodal mobile applications that can be deployed across the most popular mobile device operating systems (Blackberry, Win Mobile, Win CE, Android, Symbian, Palm, iPhone).

Cue-Me mobile platform integrates speech/voice, touch and type as well as on-device peripherals such as camera, GPS receiver and RFID/Barcode scanners to provide rich, compound documents that are integrated with mobile workflows on multiple device platforms. Mobile applications developed on Cue-me can leverage features such as "voice forms fill", digital Ink annotation and operate in connected and disconnected modes.

For more information, please contact:

Raj Tumuluri
CEO

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