

## Approved Release

### THE RATPLUG KEEPS MOBILE DEVICES COMPUTER-FREE

#### *'Fat' media files uploaded and downloaded while your phone is charged*

At last a universal charger that will upload and download media to any mobile phone or USB device, while you charge the battery. The RatPlug allows 'fat' media files such as photos, videos and podcasts to be moved around simply by plugging your device in to charge.

Jeremy Penston, founder of OmniPlug Technologies, is an expert on Internet and content delivery economics and a former IP-product director for Internet Service Providers UUNET and PIPEX. He sees a major opportunity in data logistics – delivering large media files.

“The whole concept of a mobile phone is that it should be self contained, but people still need time at the computer 'docking station' to upload photographs and download bandwidth hungry media. The idea behind the RatPlug is that you can charge the battery and update your media at the same time. Everyone needs to charge their phone, and it is while the device is unused that the action happens.”

Jeremy sees the RatPlug as an accessory available anywhere you can buy portable devices. The RatPlug uses Ethernet, WiFi or Homeplug to connect to a home's DSL or Fibre connection. Once the user has registered their device(s) and set up their preferences the process is automatic. Every time a device is connected to charge, the RatPlug starts the upload and download of any new files that need to be delivered.

Mobile operators are faced with massive upgrade bills to cope with mobile media delivery. “For messaging traffic like email you need a small amount of live mobile bandwidth. The problem is that we are trying to use that same live, expensive bandwidth for everything, even the big fat files”, Jeremy continues.

And yet we use less than 2% of the installed local loop capacity in the UK today. “There is a massive network out there of DSL, Cable and Fibre connections that people use very little, especially at night. What the RatPlug does is provide an efficient way to use this capacity to move fat files on and off a portable device.”

“You shouldn't need a mobile broadband connection to enjoy yesterday's X-Factor clips on your phone and you shouldn't need half an hour at the computer to upload your pictures to

Facebook!” Jeremy comments: “Most people have a drawer full of chargers, many for devices they no longer use. The RatPlug is a universal charger that works with any USB device while also keeping your media collection up to date”

- ENDS -

**Company information:**  
Omniplug Technologies

Mr Jeremy Penston

Tel: 01763 810 020 / 07733 101 607

E-mail: [jpenston@omniplug.net](mailto:jpenston@omniplug.net)

Web: [www.omniplug.net](http://www.omniplug.net)

**Press Information:**  
Holdsworth Associates

Helen Goldrein / Rachel Holdsworth

E-mail:

[Helen@holdsworth-associates.co.uk](mailto:Helen@holdsworth-associates.co.uk)

Tel: 01954 202 789

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