

PRESS RELEASE

UniVirtua develops secure Smartphone Charity App for CO Awareness

CO Awareness to launch Charity App at the House of Lords for Carbon Monoxide Awareness Week

Portmarnock, ROI, 03 November 2011 - The House of Lords will be the venue for the release of the CO Awareness smartphone application, powered by UniVirtua's Majic Mobile Platform. The goal of the project was to develop an informational smartphone application for the registered charity CO Awareness, who will be announcing the app as part of Carbon Monoxide Awareness Week at the House of Lords on 21 November 2011.

The application has been developed for smartphone devices and will be available for download from the CO Awareness website - www.covictim.org - and also from the Android Market. It provides vital information on how to avoid carbon monoxide (CO) poisoning and what to do in the event of exposure. Uniquely, it features a 100% secure means of donating to the charity. The payment method is via a standard PayPal account, but is presented to the user in an unhackable Majic environment. Majic technology enables secure, dynamic transactions to be made that are impervious to malicious attack, allowing users to conduct business in total safety and security - and without the need for cumbersome fobs, calculators, dongles and the like to make transactions.

Joseph Poole, CEO and Co Founder of UniVirtua, said: "We are very pleased that CO Awareness recognises the value of Majic's secure technology platform. I was personally astonished at how easily carbon monoxide poisoning can ruin people's lives, and how little is done by governments worldwide to raise the public's awareness of the dangers. I am keen to see the CO Awareness app out there generating awareness and funds for such an important cause."

Lynn Griffiths, CO Awareness President and Founder of Carbon Monoxide Awareness Week, said: "As the name of our charity suggests, awareness is the key when it comes to preventing death and illness caused by carbon monoxide. It is vital that we raise awareness among students and school-age children, and this unique, free phone app will, we hope, save lives and prevent long-term damage; damage which I believe affected the younger members of my own family. We are extremely grateful for all the hard work by everyone involved at UniVirtua."

How Poisonous is Carbon Monoxide... VERY!

Carbon monoxide gas poisons red blood cells, and stops them carrying oxygen from the lungs to the rest of the body. It is also directly poisonous to other systems within the body, especially the brain and the heart. Some people who survive exposure suffer life-long debility as a result. Some will even appear to recover well before having delayed-onset symptoms days or even weeks later. Such victims were often dismissed as 'hysterical' or 'attention-seeking' but many have lesions in the brain that can now be seen using modern imaging techniques.

You're at risk from anything which burns or smoulders, with or without a flame. You're also at risk from your neighbours' fuel-burning appliances if your houses share a wall. You're at risk in the workplace, on holiday, in the car (especially if your car is running in an integral garage), or on a boat. Carbon monoxide is everywhere - and it's deadly.

Awareness of the sources and symptoms of exposure is our best weapon of defence. UK domestic alarms should go off in the presence of thirty 'parts per million' of CO in a room. Latest World Health Organisation recommendations advise that people should not be exposed to more than SIX parts per million over a 24-hour period. A special group at risk are those who live in rented accommodation, and landlords must take their duties seriously in relation to the regular servicing of heating appliances.

We need to reach out to as many people as possible with the awareness message. The CO Awareness smartphone app is free, and can be easily passed on from one person to another. Is your son or daughter off to college soon? Help them protect themselves from the lethal effects of carbon monoxide.

About CO Awareness

CO Awareness is a registered charity that supports the many victims of carbon monoxide poisoning and other Products of Combustion (POC). It also extends support to the families and friends of victims.

Everyone is at risk from carbon monoxide (CO), which is the most common cause of death by poisoning in every country throughout the world. Ever since mankind started to heat and light his home using fuel, carbon monoxide has been an unwelcome house guest. These days we go to great lengths to make sure we are not exposed to obvious poisons such as lead, mercury and arsenic - but all too often, through carelessness or ignorance, carbon monoxide is allowed to destroy lives.

CO Awareness campaigns for greater awareness of the dangers of carbon monoxide and other products of combustion associated with the burning of Gas, Oil, Coal and Wood. We campaign for changes in the legislation covering the manufacture, installation and servicing of appliances burning these fuels and lobby the Government and Industry to improve safety and raise awareness. We are also calling upon Government and Industry to carry out further research into the long term health consequences of exposure to carbon monoxide.

We, along with many of the victims we support, believe exposure to CO to be grossly under reported, possibly affecting millions of people in this country each year. Almost all victims are completely unaware that they have been, and are being, poisoned every day. They and their doctors are often completely unaware that their illnesses are probably due to exposure to carbon monoxide.

For more information on CO Awareness, visit: www.covictim.org.

About Majic

UniVirtua has developed its unique, patented Majic Mobile Platform over several years. Majic-based applications do not leave behind any business logic, user credentials or other sensitive data on the device because they are not installed on the device in a conventional sense, but are effectively streamed from the server in an on-demand fashion as a collection of fine-grained modular components.

These then self-assemble on the device within a virtual container that resides in the runtime memory of the device and thereafter perform as any conventional application, with the added bonus of an industry standard and highly secure SSL (256-bit encrypted) connection to the network. Once a Majic-based application is closed, all sensitive and confidential information remains behind the secure network firewall, not on the device, and the components are expunged from memory.

For more information on the Majic Mobile Platform, visit: www.univirtua.com.

ENDS

[*images available on request*]

For general enquiries contact:

Derek Clements
Marketing Director

email: derek.clements@univirtua.com

For press information contact:

Martin Baker
Communications

email: martin.baker@univirtua.com