

## Press Release

London, 24 June 2005

### Your personal running mate is on the phone!

Rundo is a new service that tells runners their speed, lap time, location and even calories burned.

Rundo turns your mobile phone into a dashboard that gives live updates of your progress – and saves the information so that you can analyse it later.

The Rundo software is easy to install on any Smartphone or PocketPC device and uses a standard GPS (Global Positioning System) unit to track your location.

"GPS is really affordable now," said Sportsdo's Jonathan Greensted, "so we can give people live personal data. With Rundo runners can have a better time and get real information about their performance."

Rundo launched this month and is available for download at [www.rundo.info](http://www.rundo.info). Rundo data can be analysed on the user's phone or PDA using built-in lap and graphing functions, or uploaded to a personal Rundo web page for more in-depth analysis.

Sportsdo simultaneously launched products tailored for other sports. Skido, Snowdo, Bikedo and Cycledo complete the family for this first release. Information about all five Sportsdo products can be found at [www.sportsdo.info](http://www.sportsdo.info).

*Contact us for more details, pictures or to arrange a trial.*

### About Sportsdo

Sportsdo is a division of Sentient, a leading provider of consultancy, development and training services focused exclusively on Microsoft technologies.

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