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### **SmartTrans EventTrack short-listed by Brazilian Ministry of Sport for FIFA World Cup**

In response to an invitation to participate in projects for the FIFA 2014 World Cup, SmartTrans proposed its EventTrack mobile phone software solution to the Ministry of Sport in Brazil.

One hundred and ninety-nine applicants submitted proposals to provide a wide variety of products for the World Cup and SmartTrans has been notified by the Ministry of Sport that it is one of ninety-six which have been selected to participate in the "Official Program of the Federal Government".

No formal tender for this technology has yet commenced but SmartTrans is optimistic that EventTrack will be selected because it has unique functionality and a proven track record at major events, including the Sydney and Beijing Olympics. Furthermore, SmartTrans is not aware of any other technology or comparable product proposed for the World Cup.

SmartTrans EventTrack is a unique major events software solution incorporating mobile telephone software and services with a transport planning module to manage the transport and experience of visitors at major events. SmartTrans provides an application installed on the visitor's mobile telephone which operates in the visitor's native language and provides local information and games updates along with performing the role of personal security and transport management.

In preparation for the bidding process, SmartTrans has appointed a distribution partner for its products in Brazil.

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