



## MEDIA RELEASE

### **Alacrity joins RPDE program**

**Canberra, Australia – 16 December 2009** – Fast growing mobile interactivity company Alacrity Technologies (Alacrity) has been selected to participate in the Rapid Prototyping Development and Evaluation Program.

Greg Combet, Minister for Defence Personnel, Materiel and Science, recently announced that 54 companies, academic institutions and government agencies have been selected to join the Rapid Prototyping Development and Evaluation Program (RPDE).

“RPDE, or ‘Rapid’, is a collaborative venture that was established to help Defence resolve difficult and challenging problems,” said Mr Combet.

“Rapid now has a pool of 189 companies, universities and government agencies from which it can source the intellectual horsepower necessary to address some of the most complex and diverse problems faced by Defence.”

RPDE is unique in its structure and operations and the latest intake will add to the already impressive list of Australia’s leading organisations who undertake research and development in this country.

“All organisations who join the program must meet two key criteria. Number one is that they are Australian companies, and secondly that they undertake ongoing research and development as part of their core operations,” said Mr Combet.

“The Rapid Program continues to deliver answers for Defence, including providing solutions to keep our ADF members safe. It also helps further enhance the relationships between Defence and the industry base that supports it.

Our participation in this program will provide Alacrity with insight into Australian Defence and allow us to meet key decision makers both inside the Defence organisation and industry.

Adrian Tatham, CEO of Alacrity adds, “Rapid represents enormous strategic value for Alacrity and gives us a strong opportunity to increase our profile in this key market both in Australia and internationally.”

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## **About Alacrity**

Alacrity is an Australian company specifically created to deliver on the promise of mobile internet. Alacrity's patented Closed-Loop Environment for Wireless (CLEW) technology provides instant interactivity with their clients for time critical information.

CLEW is a combination of technologies that allows secure, real time interaction by applying business rules to a tool that everyone uses – mobile phones. CLEW allows you to send information to key people and then tracks, traces, secures and audits their responses. Alacrity with its CLEW provides a whole new approach to online interactivity and transactions.

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