

Press Release
London, 24 August 2005

Your phone becomes your cycle computer!

Cycledo is a new service from Sportsdo that lets you see and hear your speed, distance, altitude, gradient, pace and calories updated in real-time while you cycle.

Using Cycledo allows you to keep a record of your cycling performance providing a fun record of your cycle adventures and a log of your cycling improvement.

Your Cycledo data can be analysed on your phone or PDA using the built-in lap and graphing functions or uploaded to your personal Cycledo portal page for more in-depth analysis.

Cycledo is easy to install on any Smartphone or PocketPC device and uses a standard GPS satellite unit to track your location.

"Cycledo is a neat and flexible alternative to dedicated cycle computers," said Sportsdo's Jonathan Greensted. "You can use your own phone or PDA to log your data, so you don't have to carry a separate device."

Sportsdo also offers products tailored for other sports, including Skido and Rundo. Information about all Sportsdo products can be found at www.sportsdo.info.

Cycledo is available for download at www.cycledo.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.

Contacts

Jonathan Greensted
Sentient Limited
72 New Bond Street
London
W1S 1RR
United Kingdom

t: +44 (0)845 130 5658
m: +44 (0)7802 216 262
jonathan.greensted@sportsdo.info
www.sportsdo.info

Paul May
May Communications Limited
35 Pine Walk
Surbiton
Surrey KT5 8NW
United Kingdom

t: +44 (0)20 8399 3923
m: +44 (0)7974 244 080
paul@maywords.com
www.maywords.com

