



Birdnest Software launches service for wireless data collection

(Houston, TX -- November 2003) Birdnest Software, Inc. released BirdWap, a wireless application protocol for cell phones to collect field data. Based on focus group studies, it was determined that a major problem existed for many users in the water industry getting accurate and timely data into a report generating program. Mary White, Director of Sales and Marketing, explained, "Local operators who monitor and maintain our water quality shared their concerns about the inefficiencies of manual field data collection and report management and their desire to improve those processes. Our customers were drowning in paperwork and needed a cost efficient solution to manage the mountain of data coming from their operations."

Birdnest combines the ease of the web and the convenience of cell phones to reduce the amount of time and money operators and managers spend handling and re-handling data. "BirdWap has freed the operator in the field from his number #2 pencil and recording data onto a paper log sheet," continues Ms. White. "He now uses the cell phone he was already carrying to input his daily readings. Birdnest is designed to make collecting data easier and delivering it to you in a format from a digital database that gives you greater flexibility in responding to that data, whether it is to generate compliance or operational reports, take preventive maintenance measure or respond to an emergency."

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