

2008 PDA Awards announced

The UK's biggest mobile computing magazine announces the third annual PDA Awards, sponsored by leading UK retailer eXpansys

The PDA Essentials Awards is the only event of its kind in the UK. It is designed to recognise achievements in the field of handheld computing and satnav over the last 12 months. An expert panel of the leading names in the industry has been assembled to judge the event, which includes the prestigious Handheld of the Year award.

PDA Essentials Editor Andy Betts commented: "We are delighted to be continuing our partnership with eXpansys, following the great success of last year's event. The PDA Awards are fast becoming a benchmark for the industry, highlighting and celebrating the biggest achievements of the last 12 months."



Roger Butterworth, CEO of eXpansys, said: "*PDA Essentials* is the most complete, accurate and informative publication covering smartphones and GPS devices in the UK. Winning a *PDA Essentials* award is held in high regard throughout the industry. I'm delighted that eXpansys has the opportunity to be associated with the awards again this year."

Since its launch in 2001, *PDA Essentials* has evolved to reflect the exciting and rapidly changing handheld computing market and also features a unique, free mini-mag each issue dedicated to satnav systems. Written by established experts in the field and featuring reviews of all the latest hardware and software, it remains the only magazine in the UK exclusively focused on these subjects.

The full list of nominations for all categories in the PDA Awards will be announced in November. The winners will be revealed in a special Awards issue of *PDA Essentials* on sale 4 December.

Imagine Publishing is one of the UK's fastest growing consumer specialist publishers. Formed in May 2005, it now publishes 20 magazines and 23 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

About eXpansys

eXpansys plc is a leading retailer of smartphones and handheld devices with wireless connectivity, serving retail customers through the internet, and corporate customers through direct sales channels. Since its incorporation in 1998, the company has grown both organically and through acquisition to the extent that it has a global infrastructure that shipped nearly 1.5 million products to over 250,000 customers in more than 125 different countries in the year to 31 October 2007.

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