



New Headset Offers Industry Leading Performance

With the longest talk time in the industry (more than 16 hours) and twice the range of most Bluetooth headsets, VXI announces the BlueParrott® B250-XT Bluetooth headset. The B250-XT has VXI's Xtreme Noise Suppression technology which eliminates background sounds — even industrial sources like truck engines, heavy equipment, wind and road noise. The B250-XT is available today at www.blueparrott.com. www.vxicorp.com



Cable & Wireless Deploys CallerXchange

Cable & Wireless has now deployed OnePIN's CallerXchange service to more than 1.5M of their subscribers, each of whom can exchange contact information and extend their social networks with one click on their mobile phones. Utilization among C&W customers is nearly 20% - vastly exceeding that of most other mobile service offerings with an impressive 91% of subscribers choosing to keep the service active on their mobile phones. C&W joins major carriers Orange, Claro, MTN, and Avea in offering this service to customers. www.onepin.com

Pyxis Mobile Powers Concur Solution

Concur, the leading provider of on-demand Employee Spend Management services, has partnered with Pyxis Mobile to leverage the Pyxis Mobile platform to deliver advanced travel and expense capabilities through smartphones. "After evaluating a long list of mobile software providers, Concur selected Pyxis Mobile based on their proven application configurability, security, scalability and rapid time to market," said Fred Fredericks, Senior Director of Research & Development for Concur. www.pyxismobile.com



Predicts Household Recession Sensitivity

As part of its Affluence Indicator Suite, Genalytics has developed a recession sensitivity score (RSR) that provides the ability to predict the relative vulnerability of any household to a sudden drop in purchasing power. RSR is calculated using publicly available data including unemployment, industry productivity, and foreclosure statistics. The Affluence Indicator Suite is part of Genalytics' On-Demand Targeting database and is offered through agencies and marketing partners including Acxiom, Epsilon and Waypoint. www.genalytics.com