

15 December 2008

Our ref: KT/JF

Dear Sirs

In my dealings with the Astracomm team I have found them both helpful and accommodating. Their belief in the quality and the viability of the Bluetooth kit means that they provide far more than a simple "sale" and then leaving the purchaser to struggle manfully with the technology.

They provide a quick and easy to understand technical support in a timely manner and while I have no need to utilise their graphic design facility I can understand that offering such a service will be of great benefit to clients who have no graphic design experience or who do not have access to a design service.

I have had the Astracomm kit for a very short time but it has been widely used in conjunction with a Department for Transport seatbelt campaign and the unit is currently doing the rounds of the area police teams for the annual Christmas drink drive campaign.

One of the great benefits of the Astracomm unit is that once the software has been loaded onto the device, using it is simply a matter of plugging in a power source – and that is it. For the drink drive campaign the device has been carried around in a document bag and powered by the supplied battery, from inside a police car via the cigarette lighter adaptor and from within chosen clubs and bars via the mains supply.

My initial use of the device has been a rushed affair due to the time constraints leading up to the launch of the drink drive campaign and I am looking forward to getting the unit back so I can explore further the many ways in which it can be used.

To summarise, correctly used, the Astracomm unit will play an important part in getting key messages through to young drivers – one of our main target "audiences" – and I am planning for it to play a prominent role in our spring motorcycle campaign. The company itself offers a professional, friendly and competent service and I firmly believe that once the kit is used widely by the Safer Roads for Cumbria partners we will be buying more so we can "house" a unit in each of the policing areas.

Yours sincerely



Kevin Tea
Safer Roads for Cumbria Communications Manager