



Swisscom Business Award goes to Limmex and Genève-Servette Hockey Club

Yesterday, Thursday, evening, Swisscom recognised two trailblazing ICT projects with the Swisscom Business Award. The winners were Limmex AG with its globally one-of-a-kind Emergency Watch and Genève-Servette Hockey Club for its use of state-of-the-art technology to analyse and prepare for games. "The jury was impressed by the strong business benefit and high degree of innovation of the two projects," said chairman of the jury Thomas Wirth.

Around 60 companies entered the running for this year's Swisscom Business Award. The awards honour Swiss companies and institutions that have implemented groundbreaking ICT solutions in the categories "Mobility" and "Efficient collaboration". The specialist jury evaluated the solutions according to the criteria of business benefit, degree of innovation, technology and sustainability.

Limmex Emergency Watch meets with success

In the "Mobility" category, Limmex AG has hit the headlines with a world first: the Limmex Emergency Watch. The watch combines traditional Swiss watchmaking expertise with state-of-the-art ICT technology, including efficient antennas, good acoustics, a battery that runs for months, a soldered SIM card and a redundancy concept in miniature format. At the touch of a button, the Limmex Emergency Watch sets up a call to a predefined person, while the built-in loudspeaker and microphone allows the wearer to talk directly to this person. The Limmex Emergency Watch gives elderly or people with health problems back a piece of their freedom. It has also proven popular with sportsmen and women whose pursuits often take them off the beaten track as well as with people who work alone, and with children. "The jury was impressed by the project's high level of innovation. There is no other product like it in Central Europe. Communication technology is at the heart of the watch, which would not have been possible without recent technological advances," said chairman of the jury Thomas Wirth, outlining some of the reasons for awarding the prize to Limmex AG. Other nominees in the "Mobility" were transport company Heggli AG from Kriens and food producer Nahrin AG from Sarnen.



Genève-Servette Hockey Club scores off the ice as well

Teamwork is key to success in ice-hockey. Genève-Servette Hockey Club knows this only too well, which is why GSHC is the only ice-hockey team in the world to use the Managed Collaboration White Board Service as part of their training. The digital flipchart analyses and corrects games and sets up and archives strategies. The sequences that are saved can be downloaded from the cloud. Trainers and players can access these at any time from their iPad and, for example, view analyses and strategies during training sessions from the sidelines. In addition, Managed Communications & Collaboration simplifies cooperation between management, employees and partners. Jury member René Estermann had the following to say about GSHC's victory in the "Efficient collaboration" category: "The jury was impressed by how GSHC uses the new solution for tactical purposes in training sessions and in preparation for games. Furthermore, the solution helps to minimise travel costs during scouting. The team can now interview potential players worldwide without having to set foot on an aircraft." Other nominees in the "Efficient collaboration" category were the Swiss pharmaceutical association pharmaSuisse from Berne and insurer Swiss Life from Zurich.

Swisscom Dialogue Arena

The Swisscom Business Award was presented as part of the sixth Swisscom Dialogue Arena at the Hallenstadion Zurich. Over 700 visitors took advantage of the opportunity, for one day, to experience live examples of best practice and upcoming trends, to engage in discussions, and to refresh and expand their personal network. Highlights included the keynotes given by Michael Ganser (Senior Vice President for Central and Eastern Europe, Cisco) and Hansueli Loosli (Chairman of the Board of Directors, Swisscom Ltd).

For more information on the Swisscom Business Award: www.swisscom.ch/award

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