



Press Release

23rd October 2008

Avanquest's Formula for Driving the Reseller Market

The [Avanquest](#) Expo 2008 recently took place at the Williams F1 Conference Centre. The event launched new Virtualisation, Document Management and Business Continuity software to Avanquest's Channel Partners.

The day was a mixture of business and pleasure. On the business side, presentations from the following vendors focused on new technologies and opportunities for Resellers.

- [Aqua Connect](#): "With Aqua Connect Terminal Server you can turn your non-Apple hardware into a Mac!"
- [Sun Microsystems](#): "Servers and storage, Virtual desktop and Software."
- [Datawatch](#): "Gives you the opportunity to participate in the Business Intelligence (BI) market – one of few IT markets expected to grow strongly over next few years."
- [ABBYY](#): "You will never need to retype a document again!"

The 'fun' part of the day included a tour of the Williams F1 Museum and the opportunity to test your skills as an F1 driver in the car simulator – a car originally driven by Jensen Button.

The Event was supported by distribution partners Computers Unlimited, and Interactive Ideas, plus resellers including Amazon.co.uk, Jigsaw Systems, Eyre Solutions and MDR Interfaces. Educational resellers included representatives from Douglas Stewart and Citnexus.

Matt Balcombe from Computers Unlimited was first to cross the start line in the F1 simulator, followed by Phil Thorne from 1st Creative Services Ltd. Mariafiore Dalla Cola from Interactive Ideas took on the boys and clocked 1:55:412 for her lap of Silverstone.

The hottest lap of the day (1:33:520) was achieved by Tom George, a former employee of Avanquest, who had stepped in to assist with presenting the latest software from [Content Watch](#).

Matt Balcombe summed up the day: “The Avanquest Expo was a fantastic and unique opportunity to meet so many manufacturers, learn more about them and discuss the varied opportunities these products offer to European customers across all verticals – all in the superb setting of the Williams F1 Centre.”

He went on to say: “The Centre itself is an amazing tribute to the years of world class commitment that the Williams team have made to the F1 sport. The friendliness of the day was forgotten for a brief moment on the simulator when everyone suddenly became very competitive!”

About Avanquest Software:

Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. Additional information on Avanquest Software is available at www.avanquest.co.uk

Notes to Editors:

Images of those mentioned in this release taking the simulator drive can be downloaded [here](#). F1 and event images to accompany this release can be downloaded from our [press area](#).

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