

nuggets



Ads for Wal-Mart

Satellite services company **RAMTelecom Inc.** joins forces with Toronto-based advertising services firm **ShopCast** to provide closed-circuit television advertising for 60 **Wal-Mart** stores across Canada. The arrangement will see RAMTelecom receive \$468,000 over five years to support ShopCast's EK3 Narrowcasting network, which will carry in-store promotions and targeted advertisements on LCD screens in the retail giant's stores. "We are very excited about our participation with ShopCast and EK3 in the delivery of what will become the largest narrowcasting retail network in Canada," says RAMTelecom CEO **Ralph Misener**. "The digital signage market is a multibillion-dollar industry worldwide where file delivery over satellite is not a new concept. RAMTelecom has proven satellite's superb reliability and cost-effectiveness to open up this market in Canada." ShopCast formally chose RAMTelecom's satellite services after a 10-month trial at selected Wal-Mart stores in Ontario.



\$475,000 order

Mobile communications equipment maker **C-COM Satellite Systems Inc.** reports that one of its European resellers has delivered and installed the company's iNetVu mobile antenna systems for the military of an unspecified NATO country. The contract earned the Ottawa-based company \$475,000 in revenue. "We are very pleased to have iNetVu mobile antenna systems installed for the first time with a NATO country's armed forces for their communications requirements," says C-COM chief executive **Leslie Klein**. "This order could become the catalyst to receiving additional iNetVu orders from the same customer as well as from other NATO countries for similar applications." In Europe, C-COM has reseller partners in Spain, the UK, France and Germany. The company saw profits more than double in Q3, making this third quarter the company's most profitable ever. Strong sales drove net earnings to \$570,232 (1.8 cents a share), up from \$206,991 (0.7 cents per share) a year earlier. Revenue grew by 36.1% to \$2.6 million. C-COM has now recorded a profit in its last 14 quarters.



Reaching into Asia

ShapeGrabber, a maker of industrial automated inspection systems, inks a distribution deal that will take its products to the South East Asian market. Singapore-based **Optical Gaging (S) Pte. Ltd.** (OGS) has agreed to sell the company's 3D inspection in several countries in the region, alongside multi-sensor metrology systems made in Rochester, NY, by OGS's parent company, **Optical Gaging Products Inc.** The agreement gives the Ottawa

company a key entry into the desirable Asian manufacturing hub. "OGS has a strong market position and we think they will take our products even further into that market," says CEO **Marc Bisson**. "It's an exciting development for ShapeGrabber." The company's technology is used to measure complex shapes such as injection molded plastics and castings. It has installed 3D inspection systems worldwide for customers including **Toyota**, **Northrop**, **HP** and **Toshiba**.



New advisory board

xwave establishes a medical advisory board to provide input and develop strategies that will help evolve the company's products and solutions for the healthcare market. The board of eight volunteers will provide counsel for 12 months on a range of solutions that include a clinical management system developed in partnership with **GE Healthcare**. Adopted in Ontario, the system offers electronic medical record and practice management software in a fully-managed application service provider format. "These physicians will bring to xwave significant medical expertise and hands-on experience, both of which are essential to keeping our healthcare solutions current and relevant," says **Dr. Guy Bisson**, chair and medical director of xwave. A division of **Bell Aliant**, xwave has 1,500 staff in offices across North America, including 350 in Stittsville.

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Giving voice to a blog improves connection



Blogscanning

ROBERT JANELLE

Ottawa-based new media consultant **Mark Blevis** www.markblevis.com has always wanted to be on the radio. Though he pursued a career in technology, that path allowed him to live out his dream thanks to audio-blogging or podcasting.

Rather than the standard text-based blog, podcasters record thoughts and messages to audio files and post them on websites for download or streaming.

Mr. Blevis has come to host a variety of podcasts, from covering technology to an online radio show about children's books that he records with his wife.

He says he finds a deeper connection with the audience by using his voice instead of text on a website.

"You can connect with someone better through voice," he says. Mr. Blevis also prefers just speaking his mind into a recorder rather than rigidly-structured writing.

"When you talk, people will forgive you when your thoughts are out of sequence," he says.

One major advantage to podcasting over other forms of digital media is portability. Although many people will listen to podcasts while sitting at their computer, it's also possible to

download the audio file to an iPod or other MP3 player and listen to it while walking to work or even burn it to a CD and listen while driving.

For the corporate world looking to integrate new media into business, podcasting allows a more personal connection with customers. Mr. Blevis suggests recording something useful to customers. For example, a software company could record a podcast about a new patch.

He stresses that the important part is creating content that will bring the customer to the company's website. Other possibilities he suggests would be interviewing experts on topics, especially if those experts happen to be employees of the company looking to promote itself.

Podcasting is already in use by some local technology firms. Taking full advantage of the social media revolution, **The Ottawa Centre for Research and Innovation** launched its own monthly podcast, **OCRI Radio** [www.ocriradio.com] in 2005. Hosted by OCRI president and CEO **Jeffrey Dale** and **market2world Communications** CEO **Nathan Rudyk**, OCRI Radio provides an audible current review of Ottawa's technology sector.

Mr. Rudyk and Mr. Dale have covered a variety of topics in their

podcast, including venture capital and clean energy and robotics. Guests on the show have included local legend **Rod Bryden** and Microsoft CEO **Steve Ballmer**. Their most recent podcast is a recording of a presentation given by **Cisco** CEO **John Chambers** last month at the National Arts Centre.

Speaking of the NAC, the government-run theatre produces its own series of podcasts in both English and French. Most of the shows are hosted by workers at the theatre and offer insights into classical music, theatre – and even a cooking show

with **Kurt Waldele**, who is responsible for catering services at the NAC.

These all follow Mr. Blevis' ideal view of podcasts, providing content that listeners will want to listen to, while showcasing the business.

As for Mr. Blevis, he continues to spread the ideas of podcasting through his consulting business, organizing the non-profit Podcasters Across Borders conference and bringing together a tight-knit group in his hometown.

"It's an entity that requires a greater support group," he says, citing the need for more equipment, knowledge and work than a regular blog requires to get into podcasting. However, as new media becomes more and more important for both companies and government, the additional work appears a worthwhile investment and something to keep an eye on.

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