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CPS (Cambridge Positioning Systems Ltd) has appointed Jim Cook to spearhead its global market development activities.

He takes on a new role - Senior Vice President Market Development - with a remit to develop new commercial and pricing strategies for the company's Matrix high accuracy location technology and to forge new relationships with the companies that develop mobile applications. He also becomes a member of the company's executive management team.

With over 20 years experience in the IT and New Media industries, Jim joins CPS from consulting firm MediaPlay International where he was a director, conducting numerous strategic projects in the mobile market for leading global brands and mobile technology developers.

Previously, he was managing director of Packet Video Europe, pioneering the development of mobile video applications. Prior to Packet Video he held senior director-level roles at Hewlett Packard focusing on e-commerce, and at Apple Computer focusing on product development and new media applications. He is also a well-known international speaker on the wireless applications market.

Jim will be located in the company's headquarters in Cambridge, England. He is originally from the US, and has lived in UK and France for the past 15 years.

He said: "This is a hugely exciting time to be joining CPS. The company is gaining real traction in key markets around the world as the appetite for new location-based services grows.

"I look forward to working with the executive team at CPS to drive these activities forward and also to create new partnerships with location applications providers."

CPS CEO Chris Wade added: "Jim is a highly-regarded industry figure who combines global experience in developing new business opportunities with an impressive track record of delivering results. We are delighted to welcome him to the executive team in our drive to profitability and value creation for our shareholders."

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