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Winc Debuts as the Go-To Canadian Expert for Developing and Executing Effective Mobile Strategies

Vancouver, BC, Canada – May 28, 2015 – The launch of Winc has changed the face of Canada’s mobile technology marketplace. A unique combination of global reach, strong industry relationships, unsurpassed testing facilities and profound functional expertise makes Winc the industry expert for mobility strategy in Canada.

Winc's confidence is well-grounded thanks to its evolution from Wavefront, a leading accelerator for wireless innovation with a successful five year history as a Canadian Centre of Excellence for Commercialization and Research (CECR). Coupled with strategic partnerships with Deloitte, HP Canada, Blackberry, Rogers and Sierra Wireless, Winc clearly distinguishes itself from other mobility consulting firms in Canada.

As mobile applications become increasingly innovative and mission-critical, getting it right is paramount. Having witnessed success and failure across hundreds of organizations, Winc understands what it takes to develop successful strategies that minimize both time-to-market and the disruptive influence that mobile development has on the innovative enterprise.

“For many organizations, mobile is a key differentiator. They look to transform the lives of their customers and employees by providing new, rich and personal interactions that enhance revenue, boost experience and productivity,” says William Archer, VP Enterprise Solutions, Winc. “We enable our clients to take control of their mobile reality.”

How does Winc do it? By tapping the expertise of seasoned mobility advisors from around the world, Winc stays at the forefront of mobile technology trends and best practices. By leveraging Winc’s



enterprise consulting services, clients are able to deploy superior business technologies from machine to machine (M2M), Internet of Things (IoT), wearable technology and cognitive systems using SaaS cloud delivery through state-of-the-art data centers located in Toronto, Vancouver and up and coming in Los Angeles.

“Winc is agile, nimble, and five years ahead of where the enterprise currently operates,” says CEO James Maynard. “We are uniquely positioned to provide the highest levels of mobile thought leadership and mission critical expertise available to accelerate the growth and success of Canadian companies.”

“In today’s mobile connected world, it is critical for enterprises to create new ways to engage their customers, employees and business partners,” says Roger Walker, VP and Country Manager, HP Software. “Together with Winc, we are redefining the mobile experience for enterprise clients, empowering them to deliver and support secure, high-quality mobile applications that boost customer engagement and employee productivity.”

“Winc has a solution for enabling enterprise transformation with confidence,” says Archer. “Allow us to be your trusted partner for all things mobile.”

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About Winc

Winc (Wavefront, Inc.) is Canada’s choice for mobility innovation harnessing the new generation of mobile business technologies that have a disruptive impact on today’s innovative enterprise. From machine to machine (M2M), Internet of Things (IoT), wearable technology, cognitive systems and security, Winc provides critical strategies, testing and deployment of mobile business solutions. Based in Vancouver, BC, Canada, Winc is a trusted mobility advisor providing the next competitive advantage to the enterprise. To innovate now, visit www.wavefrontinc.ca, call (778) 331-7500 or email winc@wavefront.ca.