

**£** US\$1.5957  
 €1.1733  
 ¥124.085

**\$** £0.6267  
 €0.7351  
 ¥77.77

**TOURIST RATES**

Australia (A\$).....	1.47	Poland (zloty).....	4.45
Canada (C\$).....	1.55	Singapore (S\$).....	1.91
Euro (€).....	1.11	South Africa (rand).....	11.85
New Zealand (NZ\$).....	1.88	US (\$).....	1.54

**FTSE 100**  
 5460.38  
**-106.96**

**FTSE 250**  
 10268.87  
**-150.47**

**CAC-40**  
 3081.74  
**-61.56**

**DAX**  
 5829.54  
**-131.90**

**DOW**  
 11781  
**-389.31**

**Tech City: A hub of SMEs and major tech companies concentrated around the Shoreditch area of London**

- 1 Spoonfed Media, Dalby House, City Rd
- 2 Somethin' Else, 20-26 Brunswick Place
- 3 Lshift, Rufus St
- 4 Mobile Roadie, 1-3 Rivington St
- 5 Fatbeehive Web Design, 59 Rivington St
- 6 Redpixie, 2 Bath Place, Rivington St
- 7 Redant.com, Charlotte Rd
- 8 Mind Candy, 56 Shoreditch High St
- 9 Digital Display Systems Inc. Hoxton Mix, 86-90 Paul St
- 10 Google, 4-5 Bonhill St

1 App bringing London events direct to your mobile  
 2 Designs games, radio content and brand solutions  
 3 Software development company  
 4 Mobile Apps for the music and sports industry  
 5 Web Design for Not For Profit Organisations  
 6 Company specialising in cloud compute technologies  
 7 Digital strategy agency  
 8 Developer of multi-player games including Moshi Monsters  
 9 Manufactures electronic digital devices such as custom LED displays  
 10 Brand new, seven-storey investor hub to open up space for SMEs



**A company that makes you app-y**

A TECHNOLOGY company provides a platform for firms to make their own mobile apps using Google or Android systems. Mobile Roadie set up apps for Madonna, The Beatles, Take That and Adele, as well as a number of US sports teams including the Miami Dolphins. The company is based in Los Angeles and opened an office in Shoreditch last year. Director Stephen O'Reilly said: 'For us, it was an absolute no-brainer to have our UK base in Shoreditch. We are close to other tech companies we want to partner with.'

Switched on: Mr O'Reilly

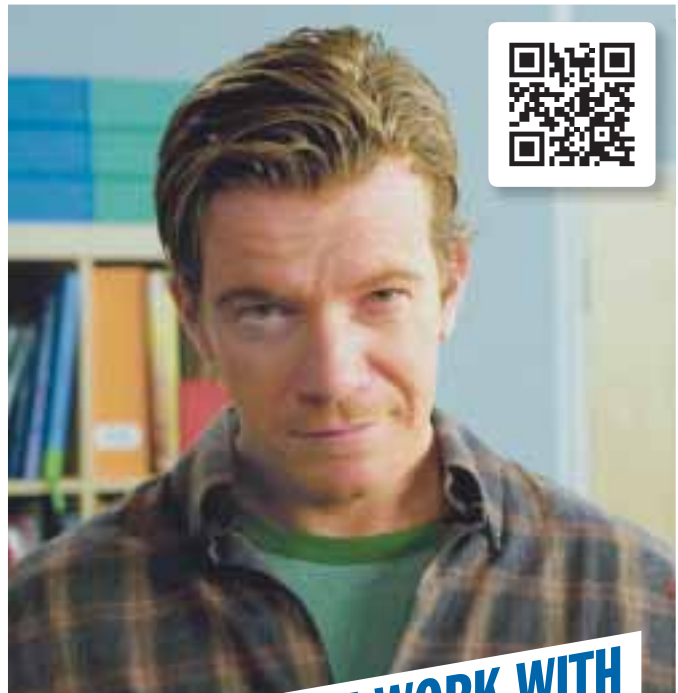
# 'Tech City needs Facebook dollar to fulfil destiny'

**T**HE launch of a Tech City mobile app and a new initiative to encourage graduates to start their own business are expected to be announced today, along with a progress report on corporate investment in London's technological hub - Shoreditch. Dubbed 'Silicon Roundabout' after it became a home to small and medium enterprises (SMEs) specialising in gaming, computing, mobile apps and design, Tech City is an area which has grown over the last three years from about 15 companies to more than 300. Cisco is expected to unveil plans to build an innovation centre in east London to help start-ups develop their business, and Google will soon be joining them on 'Silicon Roundabout', near Old Street Station. But some in the know say it's not enough. 'London is lagging behind Silicon Valley,' said Martin Warner, founder of Talkbiznow. 'It's a fantastic, vibrant centre for young busi-

IT'S been a year since David Cameron announced plans to turn east London into Tech City - Britain's answer to Silicon Valley. Today, the Prime Minister is expected to give an update on its progress. But how does the British tech centre match up? **CHERYL LATHAM** reports

nesses but it won't be able to compete globally until a large multinational, like Facebook or Twitter, decides to put their London headquarters there.' Mr Warner, who has launched Tech Entrepreneurs Week, said that financial backing is also a massive problem for start-ups. And there are other drawbacks. While Britain is, in many ways, at the centre of Europe with the possibility of drawing in talent from across the EU without the hassle of a visa, immigration law can prevent firms attracting top talent from further afield. Digital connectivity is also not yet up to speed. However, the roll out of super-fast broadband and 4G technology is expected to be completed before the start of London 2012, along with the installa-

tion of wi-fi in 120 tube stations by the start of the Olympics. **M**AYOR of London Boris Johnson said Tech City is 'highly encouraging', particularly for young, out of work people. 'The digital economy is booming right across London,' he said. 'I want London to be a beacon for the digital economy and with world-class creatives, advertisers and academic institutions we have everything this sector needs thrive.' With the speed technology moves, Tech City might not need a multinational to move there with the start-ups of today becoming the huge industry leaders of tomorrow. The 'hard work and innovation' of SMEs will 'drive forward British industry', according to Phil Smith, the CEO of Cisco UK and Ireland.



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