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**Bolton students could be World Record texters with an innovation in text speed trials.**

Students from across the University of Bolton will be taking part in testing a communications innovation - a new-style computer keyboard which turns text-slang into full English.

The cre8txt keyboard's styling - its keypad and casing - has been designed at the University's Design Studio. Its electronic components and software have been devised by, Bolton-based company cre8txt limited.

The device is similar to a mobile phone keypad and uses patented predictive text technology. The cre8txt SMS translation and phrase prediction software will predict text selected from a wordbank with over 140,000 words and even suggest words and phrases to complete the sentence, users will also be able to add their own SMS slang and abbreviations.

On Friday 25 May 2007 students will gather in the Design Studio to test out the keyboard in time trials organised by the Design Studio manager, Andy Smith.

"Students are big texters, they have some of the fastest thumbs in town so these time trials should be a thorough road test for the cre8txt keyboard. It plugs into your computer . . . - it's that simple, and away you go."

If the students are fast enough they will go forward to the next stage where they could be asked to attempt a World Record at speed texting.

The design registered and patent-pending cre8txt keyboard is compatible with a PC, Apple™ Mac and Xbox™ 360, meaning it can be used with the computer and gaming platforms.

The University's role was to assist with the design and keypad casing, as well as working with manufacturers to ensure design tolerances were adhered to and the product could be manufactured cost-effectively.

Available to buy online now, cre8txt has already won attention. It has been nominated for a Big Chip Award, an annual competition and awards ceremony celebrating North West digital excellence. Results will be announced on Thursday 24 May 2007.

Company director, John Blackburn said "The University originally helped us with a 3D animation for our website and then went on to work with us on the keypad and casing design. We have been extremely pleased with the level of expertise we have had from the university; they have saved us, literally, thousands of pounds."

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notes to the editor

cre8txt limited's website [www.cre8txt.com](http://www.cre8txt.com)

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