

NEWS RELEASE

28 February 2011

Swansea University works with local business to stop nuisance calls

Research carried out by Swansea University's Department of Research and Innovation and local company, CPR Global (the Call Prevention Registry), could help eliminate unwanted sales and nuisance calls, of which there are an estimated 1.5 billion made to the British public every year, with 70% of phone owners claiming to have been a victim of a phone scam in the last twelve months.

Dr Yue Li, Research Engineer within the Department of Research and Innovation, assisted CPR Global during the development stage of the All-In-One Call Blocker product. A device which uses innovative technology allowing an individual to block unwanted callers as they are calling by pressing the block now button, logging the number in the unit's memory so it is blocked permanently before ending the call.

The All-In-One Call Blocker, which is now available to purchase, already comes pre-programmed with 200 of the most persistent telemarketing companies' telephone numbers that are recognised by CPR Global. Users are then able to block up to a further 100 telephone numbers. Director of the Department of Research and Innovation, Professor Jan Nielsen, said: "Out of all the devices I have acquired, this has been the one which my friends have wanted to own the most."

As part of the project Dr Li provided key technical support and assisted in overcoming language barriers through translating information into Chinese. He explains: "I helped CPR Global to understand the technical problems behind the device. The difficulty was that the telecommunication protocol of BT UK is different to that of China. I undertook research on the different protocols required and found a Chinese partner for CPR Global. The Chinese partner manufactured the samples based on my recommendations and a contract was subsequently negotiated."

Mr Andrew Sandbrook, Managing Director of CPR Global, which was established in 2005 with the aim of becoming the consumer champion for telemarketing call prevention, said: "Since our first

meeting in April 2010, we have worked well together ironing out the problems associated with developing new products and arranging meetings with manufactures who can produce the products.”

He added: “I would like to thank Professor Nielsen and his team for all their help.”

For further information regarding the CPR Global All-In-One Call Blocker visit <http://cprcallblocker.com/>

For further information on Swansea University’s Department of Research and Innovation visit http://www.swan.ac.uk/research_innovation/

ENDS

Notes for Editors:

<http://cprcallblocker.com/>

- **Swansea University** is a world-class, research-led university situated in stunning parkland overlooking Swansea Bay on the edge of the Gower peninsula, the UK's first Area of Outstanding Natural Beauty. Founded in 1920, the University now offers around 500 undergraduate courses and 150 postgraduate courses to more than 13,800 students. Visit www.swansea.ac.uk.
- **CPR Global** was established in 2005 with the aim of becoming the consumer champion for telemarketing call prevention. That aim has now been achieved with over 245,000 customers to date on a global scale. CPR Global has the highest success rate among all existing anti-nuisance calls service providers in reducing the number of unsolicited calls made to your home. Visit <http://www.callpreventionregistry.co.uk/>

For further information please contact: Katy Drane, Swansea University Press Office, Tel: 01792 295050, email: k.drane@swansea.ac.uk