

## **Parlant Technology Chooses Luton For European Subsidiary**

As an integral part of its major strategy to develop business in Europe, Parlant Technology has recently set up an office at the Luton and Dunstable Innovation Centre, in Luton, Bedfordshire. The US Company plans to create up to 40 new jobs over the next five to seven years.

Parlant Technology, which is headquartered in Utah, produces voice notification software for the education sector to improve communication between teachers, parents and students. Its latest product ParentLink XP is an automated system that notifies parents of important school information such as grades, attendance records and events through telephone calls, emails and form letters.

In choosing the location for its UK base, Parlant Technology worked closely with the East of England Investment Agency, Invest UK, Bedfordshire County Council and the Luton and Dunstable Innovation Centre.

Damian Kidd, Parlant's UK Managing Director said: "Luton was the preferred choice for a number of key reasons. These included: the availability of cost effective premises, services and support provided by the Innovation Centre, proximity to the railway station with fast connections to London, easy access to airports with low cost flights to mainland Europe and a strong local target market."

Mike Anstey, Head of the Luton and Dunstable Innovation Centre commented: "We are delighted that Parlant has chosen to open its UK office here at the Centre. Parlant is our third overseas inward investment into the Centre and into Luton. We see these new technology companies as vital to the creation of new jobs and future prosperity in Luton".

EEiA Chief Executive James Gray said: "This announcement is excellent news for Luton and for the East of England. Assisting Parlant to establish its new UK office was a great team effort, with all parties contributing expertise and information to help make the set up as easy as possible."

And, as Neville Reyner, Vice Chair of the East of England Development Agency (EEDA) and Chair of the Luton Vauxhall Partnership explained: "Parlant Technology's decision to locate in Luton is proof that the town is attracting new investors and we wish the company every success. Luton is a vibrant place to locate a business, with good infrastructure and well-skilled people and we are finding that many new companies are looking to locate here".

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