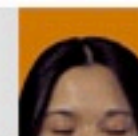


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Turning point

Jeff's move into multimedia first saw him launch an online training product, called Solstra, which delivered training for employees to any desktop PC via the company's Intranet. This was closely followed by the delivery of a complete Intranet solution - including content to support the Governments' literacy and numeracy initiatives - for a local education authority in South Wales and its target schools. Each project signified a watershed in BT's commitment to develop Internet services for its customers, in offering more ways to do business, seek entertainment and engage in learning over the web.

Today, Jeff's multimedia solutions team is working on a range of products. Importantly, all of them incorporate radical improvements in interaction design so as improve the user experience. Jeff says: "This type of work is one strong differentiator for BTextact as a business. If we succeed in making our Internet services very easy, pleasurable and intuitive to use, then I think that sets us apart from many other Internet services currently available. We're taking our expertise and patents and turning them into products and services available to our customers."

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