

The 'NEW' New Guy (2.0)

Released today TheNewGuy 2.0 is a web portal found at 'thenewguy.com' that showcases the skills, abilities, enthusiasm and communication potential of concept creator Paul Eaton. | Follow updates: twitter.com/paulwarreneaton

Helsinki, Finland - Paul Eaton's latest project is under way, the highly anticipated leap into the mobile tech and internet industry. The goal: clear communication.

"As new technology devices and services become available to more people every day, it's important to understand how that technology can enrich our lives", says Paul, thenewguy 2.0's creator.

When asked about the move from media into the mobile industry Paul replied, "The gadgets are really shiny and I've already been telling people about them for years." Then he added, "The other day a friend of mine really got me thinking when he said, '...you've got a lot of talent so let it shine brother' " referring to past work colleague Tim Ross, one of Australia's best known comedians. "I hope he wasn't joking", Paul adds.

Immediate plans consist of exploring currently available communications opportunities and include continued involvement in the mobile industry connecting with industry visionaries, developers, innovators and start-ups via communities such as MobileMonday (MoMo). Other projects involve exploring ways that brands and companies can get more leverage from existing marketing materials and digital assets.

As the 'art' of communication continues to be shaped by digitalisation and social media, the 'mash-up' of possible ways to connect with an intended audience continues to develop. Use of these tools must be such that the message is enhanced. This is where the exciting opportunities and challenges exist for multi skilled communicators such as Paul Eaton.

Online 'The New Guy 2.0' journey begins at www.thenewguy.com with a soft launch under way right now. For the latest updates follow Paul via twitter: www.twitter.com/paulwarreneaton

About Paul

Paul Eaton is based in Helsinki Finland. After 15 years in the Australian radio broadcasting industry, the 33 year old packed up and headed north to Finland with his Finnish partner. Paul is skilled and has experience most notably in broadcasting, public speaking, copy-writing and web technologies.

Paul spent the first 9 years of his career as a presenter, communicating to the 'masses' and most notably he hosted one of the first live radio shows to reach a total of 29 markets throughout

regional Australia. Next, driven by an interest in technology, Paul moved into a broadcast engineering role and over a period of 6 years progressed to the position of Senior Broadcast Technician responsible for managing day to day operations of the radio network.

Back in his hometown of Melbourne Australia, Paul joined a local Toastmasters Club (part of a world-wide public speaking and leadership organisation) to further develop his communication skills. Within 6 months he was elected as the new Club President. Before departing to Finland, he successfully motivated individuals within the club and encouraged new members to join and share in the club's activities. During this period the club experienced it's largest membership growth and highest participation levels.

Today, Paul continues the communications and technology journey seeking out new opportunities. He is currently knocking on Nokia's door.

Enquiries

Paul Eaton

Tel. +358 465850428

Email. paul@eatonproductions.com

www.paulwarreneaton.com