

## **Companies set to save by implementing Bluetooth enabled office networks**

Richmond-upon-Thames, UK– 19 November 2001 – In his speech at this year's Comdex 2001 entitled: "Bluetooth – enabling a new mobility world," Jean-Paul Deschamps, COO of Norwood Systems, revealed that pay-back on Norwood Systems EnterpriseMobility™ could be achieved in around seven months for a small to medium enterprise.

The speech delivered at this year's Comdex 2001, outlined the benefits of a bluetooth office network, both financial and otherwise. Norwood Systems' calculations show that for an office with 100 employees each generating a phone bill of £50 a month, payback on installation would take seven months. For a larger company of 1500 employees and phone bills closer to £100 a month return on investment could be achieved in as little as a month.

Savings are made due to the reduction on calls made to and from mobiles. With an estimated 70% of calls failing to reach their intended destination, EnterpriseMobility allows users to answer and make calls when away from their desks, cutting down on the amount of mobile calls made by users in their office while away from their desks. Additionally, infrastructure costs are reduced since wiring is no longer required for each desk and office moves can be accomplished instantly.

"Mobility is critical for all businesses," Jean-Paul Deschamps commented. "Norwood has demonstrated that the financial savings alone make a very strong case for EnterpriseMobility. Additionally, Gartner has proved that investing in wireless office results in up to a 30% productivity improvement. Both these statistics demonstrate that wireless office applications such as Norwood Systems' EnterpriseMobility are likely to become invaluable to tomorrow's businesses."

EnterpriseMobility, due to be commercially available during Q1 2002, allows employees to connect wirelessly to the PBX over Bluetooth. This dramatically cuts call costs, by allowing employees to take calls on a headset or mobile phone when away from desks. EnterpriseMobility is currently in Beta-testing stage in several multinational companies, including Ernst & Young and a top five global bank.

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#### **NOTES TO EDITORS:**

##### **About Norwood Systems**

Norwood Systems was founded in January 2000 to become the market leader in Bluetooth based wireless office networks for voice and data. The company's current product set, EnterpriseMobility, delivers an office network for the wireless generation. It offers an enterprise-class communications platform that lets Bluetooth devices integrate seamlessly with existing office voice and data communication networks. Norwood Systems is working with a number of global partners, committed to participating in Norwood Systems' beta trial programme. Norwood Systems' EnterpriseMobility was a Grand Prize Winner of the COMNET 2001 Most Innovative New Product Award, a reflection of the opinions of the attendees of the Conference and Expo. EnterpriseMobility was also chosen as the winner in the Wireless category.

- At the recent Bluetooth Industry Congress in Monte Carlo EnterpriseMobility was recognised as the Best Business Product.
- Time Magazine Europe listed Norwood Systems as one of Europe's hottest 30 tech companies.
- Norwood Systems is an Associate Member of the Bluetooth Special Interest Group (SIG), and a member of the PAN working group of the SIG. Norwood Systems currently has over 40 employees located in two offices in Richmond-upon-Thames, UK, and Perth, Western Australia.

More information can be obtained by calling +44 208 334 8065 or at

<http://www.norwoodsystems.com>

##### **Norwood Systems photography**

High Resolution images from Norwood Systems can be downloaded free of charge by the media from the Newscast Website: [www.newscast-online.com](http://www.newscast-online.com)

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##### **About Bluetooth**

The Bluetooth™ wireless technology is set to revolutionise the personal connectivity market by providing freedom from wired connections. It is a specification for a small-form factor, low-cost radio solution providing links between mobile computers, mobile phones and other portable handheld devices, and connectivity to the Internet. The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, and network industries, is driving development of the technology and bringing it to market. The Bluetooth SIG includes promoter companies 3Com, Ericsson, IBM, Intel, Agere Systems, Microsoft, Motorola, Nokia and Toshiba, and 2,491 Adopter/Associate member companies. For more information on Bluetooth, please visit its web site at [www.bluetooth.com](http://www.bluetooth.com). The Bluetooth trademarks are owned by Bluetooth SIG, Inc., U.S.A.