



## **CellPoint's Mobile Location Broker Ordered by E-Plus**

**London, UK – November 26, 2001 – CellPoint Inc. (Nasdaq: CLPT), a global provider of mobile location software technology and platforms, announced today that E-Plus has ordered CellPoint's Mobile Location Broker (MLB) as its location middleware platform.**

**The MLB will be used for external access to location data, empowering Mobile Virtual Network Operators, independent Service Providers, and other partners when creating value added services. MLB is an integral component enabling new revenue streams for mobile operators and their Service Provider partners to deliver location-specific mobile Internet services. CellPoint's Mobile Location Server (MLS) is already installed at E-Plus and can position users irrespective of whether they are actively engaged in a call or not; MLB completes the full solution for location service provision.**

E-Plus has developed an innovative concept for decentralised provisioning and privacy handling from a global level down to feature level settings. "The CellPoint platform allows E-Plus to meet the proposed EU directives on subscriber privacy while still offering an easy-to-use model for both content providers and end users," said Thorsten Dirks, Executive Director Product & Process Innovation and Member of the Board at E-Plus.

MLB provides for secure communication between content providers' applications and a location determination platform such as CellPoint's MLS. MLB and MLS work in GSM, GPRS and UMTS/3G networks including network architectures supplied by mixed vendors.

Location platforms such as MLS and MLB are enabling innovative new services that will drive new business models for wireless application service providers (WASPs), mobile virtual network operators (MVNOs), content providers and mobile operators. The mobile Internet is emerging and wireless Internet access will be commonplace by 2005. "We'll see more than a billion mobile Internet users by 2005, and location is absolutely integral in the total value chain," said Stephen Childs, President of CellPoint.

### **Full Privacy and Anonymity**

MLB is the platform that enables subscriber privacy and anonymity. The privacy function allows a mobile user to accept or reject any positioning request from any application. Subscribers will be able to control their own user profile settings anytime via Voice, SMS, Wireless Application Protocol (WAP) or through the Internet.

The anonymity function conceals a user's phone number and establishes a virtual dynamic identity for the user, allowing full application interaction without disclosing the actual user to any application or content provider. Currently, the MLS platform allows access to location and presence information by trusted applications. "The ability of MLB to support anonymous requests from third party applications really opens up new and exciting revenue streams by allowing location for external or independent applications," said Childs.

## **Leading and Future-Proof Technology**

“Since working with mobile operators in Europe and understanding their requirements in great detail, we’ve built in the functionality to provide seamless location services today with a solid migration path for mobile operators as their networks evolve to GPRS and 3G,” said Childs. “Features such as active and idle-mode positioning, international roaming, privacy and anonymity are sophisticated technology developments that are required by all mobile operators for their location solutions.”

MLS and MLB are the core building blocks for the future of wireless Internet services. CellPoint is active in standards development with memberships in 3GPP, LIF and the WAP Forum. CellPoint continues to drive the location standards of the future, particularly in the areas of application protocols, network interoperability and privacy.

### **About E-Plus**

With 7.53 million customers E-Plus is the third largest German mobile operator (October 2001). Shareholders of E-Plus Mobilfunk GmbH are KPN Mobile with 77.49 percent and BellSouth Corp. with 22.51 percent. In the development of the future markets for mobile multimedia, E-Plus is pursuing a consequent mobile data strategy. With high-speed circuit-switched data (HSCSD) and general packet radio services (GPRS), E-Plus already offers technologies for faster data transmission and belongs to the six service operators in the KPN Group that are building and will use a modern UMTS network.

### **About CellPoint Inc.**

**CellPoint Inc. (Nasdaq and Stockholmsbörsen: CLPT)** is a leading global provider of location determination technology, carrier-class middleware and applications enabling mobile network operators rapid deployment of revenue generating location-based services for consumer and business users and to address mobile E911/E112 security requirements.

CellPoint’s two core products, Mobile Location Server (MLS) and Mobile Location Broker (MLB), provide an open standard platform adapted for multi-vendor networks with secure integration of third-party applications and content. CellPoint’s entry-level location platform handles over 500,000 location requests per hour and has a seamless migration path to GPRS and 3G.

CellPoint’s early entry and experience with European mobile operators has allowed the development of products and features that address key requirements such as active and idle mode positioning, international roaming, multiple location determination technologies and consumer privacy.

CellPoint is a global company headquartered in Kista, Sweden. For more information, please visit [www.cellpoint.com](http://www.cellpoint.com).

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