

PRESS RELEASE

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Australian Auto Dealers Gear Up to Mimer SQL

International automotive IT software developer, Infomedia Ltd from Australia, is planning to utilise the Mimer SQL Engine in their new version of a Dealer Management System (DMS) named AutoLedgers. This innovative product will initially replace their existing reporting sub-system called Info-Centre™. Further DBMS integration is planned. AutoLedgers is Infomedia's successful automotive dealership management system used today at more than 200 Australian auto dealers sites supporting the range of vehicle manufacturers including Ford, Holden, Toyota, Peugeot, BMW, Mercedes, VW, Subaru, Daewoo, Honda, Kia, Hyundai, Jaguar, Audi, Nissan, Chrysler, Lexus, Mazda and Mitsubishi.

Success in the automotive industry has given Infomedia a solid base market and reputation. Its corporate strategy is heavily biased towards the utilization of advanced programming technology, product reliability, performance accountability and customer service. The new version of the Alpha OpenVMS-based AutoLedgers will use Mimer SQL Engine as the built-in database management system (DBMS) for reporting functions. The Mimer SQL Engine DBMS will be integrated with AutoLedgers on the OpenVMS-platform, replacing a remote SQL Server database and server that was used in the current version.

"We want to offer our customers a high performance and cost-effective database solution integrated with our successful AutoLedgers ASP product. Mimer SQL Engine makes it possible to deliver this to our customers," says Richard Graham, CEO, Infomedia.

"With Mimer SQL Engine, Infomedia found a low total cost of ownership DBMS alternative for their existing OpenVMS environment", says Olof Edlund, CEO, Upright Database Technology. "We consider the Infomedia order as a break-through in our attempt to gain market share in the OpenVMS Data Base Management System (DBMS) arena", concludes Olof Edlund.

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About Infomedia

Infomedia Ltd is a publicly listed company, which specialises in the development and licensing of information technology solutions for automotive dealerships around the world. Its flagship EPC product is Microcat. Its Business Systems division provides sophisticated accounting and customer process systems for large and multi-franchised dealers in Australia. Datateck Publishing Pty Ltd, a wholly owned subsidiary of Infomedia, provides specialised OEM analytical work for parts catalogues and service documentation. The company's stock is traded on the Australian Stock Exchange (ASX: IFM).

About Upright Database Technology

From its headquarters in Uppsala, Sweden, Upright Database Technology is developing world-class DBMS software products. The Mimer SQL product family consists of three DBMS products: Mimer SQL Engine – to build-in in standard applications, Mimer SQL Mobile – solutions for mobile devices, Mimer SQL Embedded – for tailor-made solutions. Common to all members of the Mimer SQL family is their ease-of-use and zero maintenance. They are also scalable, reliable and have a small footprint. Among the many Mimer SQL customers all over the world are Ericsson, Hammersmith Hospital, IDX, IMS Maxims, Löwenfels, MDS Nordion, Metrix Systems, National Blood Service, Oasis Software, Pricer, Savant Enterprises, SYSteam PA, Swedish Telecom, University of Gothenburg and Volvo Cars. Upright Database Technology is part of Upright United.