

CellPoint Expands Location Technologies With Network-Based Solution

London, September 19 -- CellPoint (**Nasdaq: CLPT**) announces the introduction of a new location method that can position every mobile user in any GSM network. The new location technology developed by CellPoint can be used to provide location-based services regardless of GSM terminal and type of SIM card used. This means that all subscribers in any GSM network can be offered location-based services from Day One.

CellPoint has already developed and deployed commercial positioning technology using the SIM card on standard phones. This latest CellPoint development does not require a specially programmed SIM card or WAP phone and is targeted at mass-market location services such as friend finding and information services.

“We’ve already tested this successfully with two GSM operators in Europe,” said Per Bergqvist, CellPoint’s lead developer on the new positioning technology. “Our network-based technology solution is totally software-based so does not require any overlay of existing basestations or changes to the phone itself, no matter how old the phone is.”

CellPoint's 3rd Generation (3G) location platform - the CellPoint Mobile Location System - supports both handset-based (SIM Toolkit, WAP and GPS) as well as network-based location. In contrast to other network-based solutions on the market, the CellPoint network location solution utilizes standard GSM functionality that is already supported today by all major GSM infrastructure suppliers. Furthermore, the CellPoint platform supports inter-network roaming and has a strong roadmap including future solutions such as E-OTD and A-GPS.

Compared to other network-based location technologies, CellPoint’s new development offers fast integration with the GSM network since it is a software solution. E-OTD, for example, requires modification to a mobile handset as well as hardware overlays throughout a GSM network. The CellPoint Mobile Location System provides open interfaces aligned with UMTS standards, which makes the CellPoint solution the right choice for both GSM Operators and application developers for future-proof delivery of location services using any location technology.

“This extends our location services to every GSM user in the world today and can be used in combination with numerous interfaces to the location-based applications, such as WAP, SMS, GPRS, voice, and Internet,” said Lars Persson, CEO of CellPoint Europe Ltd. “Industry estimates are that mobile operators will earn 50% of revenue from non-voice traffic, and up to 80% of this traffic will be based on location or positioning. GSM operators need only our proven Mobile Location System to offer innovative location services to every subscriber in their network.”

CellPoint Inc. (Nasdaq: CLPT; www.cellpt.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering end-to-end location services in cooperation with cellular operators worldwide. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile workforce management and CellPoint Finder™, an application for locating friends and family.

Common estimates for GSM subscribers to 2005 exceed one billion users, whereas worldwide shipments of cellular handsets with embedded GPS (Global Positioning System) are estimated at four million in 2000 and 38.5 million in 2003. The wireless location services industry in Europe alone is estimated by The Strategis Group to generate more than \$80 billion between now and 2005.

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