



CellPoint Unwire a Hit at 3GSM World in Cannes

Cannes, February 22 – CellPoint Unwire’s live demonstrations of wirefree telemetry services are proving to be a main attraction in Cannes. “We have over 200 leads in the first two days and received product orders for thousands of units the first morning,” said Mikael Carlsson, Vice President of Sales and Marketing with CellPoint Unwire.

CellPoint Unwire is demonstrating commercial M-commerce and showing cashless transactions with a vending machine stocked with snacks. “Film crews from France’s TV3 were here yesterday and journalists have been impressed to see real telemetry and M-Commerce in action,” continued Carlsson. “We’ll be showing even a broader range of solutions at CeBIT in Germany next month.”

Following on yesterday’s keynote presentation on wirefree telemetry by Hans Snook, CEO of Orange, CellPoint Unwire is showing live telemetry services that go beyond telephony. Mr. Snook talked about future wireless applications in the connected society with focus on new wirefree services that will soon represent the majority of revenues for mobile operators. Dr. Keiji Tachikawa, President of Japan’s NTT DoCoMo, added that by 2010, 70 – 80 percent of mobile transactions will be non-voice.

Intel Report Names CellPoint and Unwire Tops in the World

A report from Intel last week named CellPoint in the top two companies in the world in both location services and telemetry. CellPoint Unwire shared the honor with Motorola for telemetry and CellPoint Systems with Ericsson for location services. Peter Henriksson, Chairman and CEO of CellPoint Inc., said, “We’ve got an advanced platform solution for location services and telemetry and now people are starting to recognize that new mobile services are very broad in scope. Most agree that the location services market will be very big, but we also believe the wirefree telemetry market will be even bigger.”

CellPoint Inc. (Nasdaq: CLPT, www.cellpoint.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa, delivering location and wireless telemetry services in cooperation with cellular operators worldwide. CellPoint’s end-to-end cellular location technology offers a high-capacity solution for unmodified GSM networks and uses standard GSM or WAP phones and standard Internet services. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile resource management, iMate™ for location-sensitive information and Finder™, an application for locating friends and family. Subsidiary Unwire’s programmable telemetry terminal servers are also integrated with the CellPoint System Platform enabling a broad range of telemetry applications for wireless remote management and control.

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