CellPoint Unwire Launches Partner Program at CeBIT

Hannover, March 22, 2001 -- CellPoint Unwire today launches a Partner Program focused on signing-up strategic partners to help meet rapidly growing demand for its products and services. Unwire will be meeting with potential partners at CeBIT in Germany this week and will be exhibiting complete telemetry solutions. "The opportunities in M2M are enormous and Unwire is at the hub of the industry – we're looking for more quality partners to fill the demand for our technology and services," says David Ericksson, President of CellPoint Unwire.

"Our core business is to focus on the hardware and applications inside the machines - our Wireless Application Servers (WAS)," continues Ericksson. "We are not competitors with systems integrators or system contractors – we want them to be our partners. For example, they can provide the customer with back office systems or help them to realize advantages with our telemetry solutions at an early stage."

Being first to market with a new, innovative customer solution can be the difference between success and failure in a competitive market. Time-to-market today is crucial in all industries; a global competitive market puts great demands on all product features and customer benefits. "Wireless Application Servers from Unwire can be the crucial advantage that puts companies ahead of their competition," says Ericksson.

Applications in Use Today

CellPoint Unwire, together with its system integrators, has a proven track record of delivering state-of-the art M2M solutions, on time, in many different industries. Wireless application servers from Unwire are already used in:

- Vending machines
- Industrial gates
- Fleet management
- HVAC & industrial controls
- Ticketing systems
- Food warehousing
- M-commerce
- Waste management
- Security systems
- Point-of-sale terminals

An industry report recently declared Unwire to be one of the top two providers of telematics technology, worldwide. Unwire will demonstrate M2M solutions at CeBIT this week, taking place in Hannover from March 22 – 28.

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 multi-vendor, 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 applications for wireless remote management and control.

CellPoint Unwire (www.unwire.com) is a wholly-owned subsidiary of CellPoint Inc. Unwire develops and manufactures Wireless Application Servers (WAS), designs wireless applications and is considered to be a leading company in the world for innovative wireless telematics services. Unwire has four universal WAS; the UP 100, UP 200, GT-1 and GT-3. Each can be used for measuring, control, communication and positioning. Unique software is written for each new application allowing for fast integration and deployment for vehicle related and non-vehicle related telemetry and tracking solutions. Unwire's WAS are integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

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Notes to Editors:

Current Application Examples of CellPoint Unwire Solutions

Vending machines
Customers can use mobile phones to pay for goods directly - no need for a pocket full of change. Stock levels in the vending machines can also be remotely monitored

Industrial gates
Currently, most remote-control gates require expensive and relatively unreliable hand units; with Unwire's M2M solution, the remote-control operation can be done using a cell phone

Fleet management
No problem knowing the whereabouts of a vehicle fleet; logistics can be managed using GSM and GPS location technologies

HVAC & industrial controls
Heating, ventilation and air-conditioning systems can be controlled, monitored and remotely set

Ticketing systems
Ticketing machines combined with Point-of-Sale terminals and "Electronic wallets " can communicate directly with a customer's bank account

Food warehousing
What happens with food when the freezing system breaks down? Unwire units are controlling the refrigeration systems and sending alarms

M-commerce
You can get billed through your mobile phone account for a variety of purchases - including the vending machine example given above

Waste management
The "Dumpster" can tell you its status - no need to send a truck when it's only half-full, and no need to clean up a recycling area if it's emptied too late

Security systems
An intelligent burglar alarm that can not only call you and the police about break-ins, but can also warn you about open windows and unlocked doors

Point-of-sale terminals
You can be in contact with your bank when you want to fill up your cashcard or buy with your credit card