



## CellPoint Unwire Launches Co-operation Agreement with IPM International

**Hannover, March 28 -- CellPoint Unwire launches a co-operation agreement at CeBIT with Italian multinational IPM International. The two companies will work together in a joint marketing effort to offer their customers and partners a complete telematics solution for vending machines.**

IPM International, a worldwide market leader in the business of public terminals, has integrated their Management System into CellPoint Unwire's Wireless Application Servers (WAS). "Our goal with this co-operation agreement is to offer a complete solution using integrated GSM modules across our terminal management systems," says Philippe Candolfi, Business Unit Manager at IPM International.

"We have a long experience with pay phones where we have a million terminals installed all over the world. Now we want to bring that knowledge with us and enter the vending machine business. Our Management System, together with Unwire's WAS, makes a total solution," continues Candolfi.

"This is an excellent product of our Partner Program," says Michael Wallón, Vice President Business and Market Development at CellPoint Unwire. "Our agreement with IPM International leverages our core competence in the WAS and associated wireless communications. This empowers our system integrators and industrial partners to have shorter time-to-market with the flexibility to choose from our technology components that fit their needs exactly."

IPM has already customised their Management System, called REMAS ® III, to fit Unwire's WAS. With this solution, which is now ready to deploy, vending system owners can monitor their machines, check stock levels, receive alarms if something is broken, adjust pricing and cash in on M-commerce.

"Our core competence and experience implementing telemetry solutions and M-commerce systems will be a big asset in working with our sales partners to deliver turn-key solutions for the telemetry market," says Lars Solberg, Sales Manager at Unwire. "In Germany alone, there are some 840,000 tobacco vending machines. Figures indicate that the number of vending machines worldwide exceeds 10 million; this is one of the very large markets we're ready for now. The vending operators recognize that there are potential cost savings of up to 50% using our WAS together with a solid management system such as REMAS ® III"

**IPM International:** IPM Group is a leader in the field of telecommunication on a world-wide basis. It's activities in this field include R&D, manufacturing and marketing of Terminals and Systems, Internet Appliances, Smart Cards and Access products. The company is known world-wide thanks to the installed base of over 900,000 terminals currently servicing more than 50 operators in 26 countries. Their key international

alliances have allowed them to share local demands and experiences with their customers. Joint ventures are currently in place in Thailand, Philippines, Malaysia, Ukraine, Brazil, South Africa, UK and China.

**CellPoint Inc. (Nasdaq & OM Stockholm exchange: CLPT, [www.cellpoint.com](http://www.cellpoint.com))** is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telemetry services in co-operation with cellular operators worldwide. CellPoint's end-to-end cellular location technology works in 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.

*For information, please contact:*

**CellPoint Unwire:** Mikael Wallón, Michael.Wallon@unwire.se, Tel: +46 (0)8 410 200 00

Lars J Solberg, lars.Solberg@unwire.se, Tel: +46 708 500070

**IPM International:** Philippe Candolfi, [philippe.candolfi@lg-co.com](mailto:philippe.candolfi@lg-co.com), Tel: +41 22 749 3429

REMAS ® III is a registered trademark of IPM International.

CellPoint™, Finder™, Resource Manager™, iMate™ and CellPoint Systems™ are trademarks of CellPoint Inc. Forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Act of 1995. Actual results may differ materially from those projected in any forward-looking statement. Investors are cautioned that such forward-looking statements involve risk and uncertainties which may cause actual results to differ from those described.

Copyright © CellPoint Inc. 2001