



Teleca Showcases Innovative Android Embedded Software Solutions for Consumer Electronics, Automotive and Mobile Industries at CES 2011

Demos highlight core technology behind recent deployments with ABC News, Logitech, Adobe, and Callaway.

2011 International CES—Las Vegas, NV—January 6, 2011—Teleca, a world-leading supplier of embedded software solutions for the consumer electronics, automotive and mobile industries, today announced it will demonstrate the company's latest innovations at a special exhibition suite at the 2011 International CES. Teleca's leading-edge support for Android technology drives applications for some of the world's foremost applications at the intersection of entertainment, Internet connectivity and information management. Notable customers include ABC News, Logitech, Adobe, and Callaway Golf..

"At this year's CES, Teleca will showcase the innovations fueling a spate of high-profile customer wins—systems to keep brands on the cutting edge and end users well in the technological avant-garde across multiple form factors and device types beyond the traditional mobile handset," said John Trobough, senior vice president of Teleca. "From the news desk to the home theater and beyond, Teleca is changing the way people communicate and consume entertainment."

With regard to consumer electronics, Teleca is known for delivering advanced solutions for a quickly evolving market. With embedded systems for Logitech's Google TV offerings and for Callaway Golf's Linux/Flash based on course golf device, Teleca demonstrates versatility in its command of Internet-driven, peer-to-peer and highly interactive entertainment services.

With the goal to make cars more enjoyable to drive, Teleca can support a range of automotive deployments, including the convergence of audio, video, messaging, navigation, voice recognition, hands-free telephony, vehicle maintenance management and location-enhanced Internet services into a simple, elegant nerve center. The company provides end-to-end design, development, engineering test-support and full maintenance solutions enabling rapid market deployment to help customers stay ahead of the competition.

In the pure-play mobile space, Teleca's work with ABC News on the ABC News app for the iPad broke the barriers of user-interface design for news to become the iPad's #1 application. With a 3D news feed and special modules for elections and live news, Teleca demonstrated its capacity to transform specific branding and marketing goals into highly creative and sophisticated platforms.

Teleca has 2,000 employees in 11 countries, with local engineering in Asia, Europe and North America and offshore services in Russia, China, Poland and India. Touching a wide range of market segments, Teleca's solutions drive some of the world's most popular, brand-enhancing applications. At CES, Teleca invites attendees to experience first-hand the breadth of services the company has to offer. For more information or to make an appointment, please call +1 (214) 250-4995 or e-mail afarrell@bockpr.com.

About Teleca

Teleca is a world-leading supplier of embedded software solutions for a wide range of global industries—including mobile, automotive and consumer electronics. With unique global reach, Teleca offers fully customized solutions, systems design, integration and testing to help drive down development time and deliver value. For more information, please visit www.teleca.com.

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