



## Press Release

Uppsala, Sweden, Friday, June 08, 2001

### User friendly P2P network solution awarded for most innovative product at the Bluetooth™ Congress 2001

**Pocit Labs P2P network platform BlueTalk™ received the prestigious prize for “Most Innovative Use of the Bluetooth Technology in a Product or Application” at the Bluetooth™ Congress 2001, June 5-8.**

The award recognizes the company, whose product was judged to have the most original/innovative use of Bluetooth technology, diversity, and market appeal. The judges also took into account ease of use and ease of set-up.

“The award confirms the interesting potential of combining the two emerging technologies of Bluetooth and P2P,” says Christer Rindebratt, president of Pocit Labs. “BlueTalk is a unique product, and winning this award is a testament to the strength of our technology. The wireless industry is moving fast and all the major players invest a lot of resources making Bluetooth a reality. Therefore it is even more exciting to win in this prestigious category.”

“The Judges were impressed with the wide variety of potential applications for BlueTalk, particularly its enabling of peer-to-peer applications, such as messaging and gaming, which they believed would help drive Bluetooth acceptance for businesses and consumers.”

In essence, the BlueTalk platform and the applications developed on it will transform the PDA into a device that can interact with your vicinity on your behalf, a device that can assist you in the wireless world—a wireless aid. The PDA will become the PNA—the Personal Network Assistant.

BlueTalk will be commercially available at the end of 2001.

### **About Pocit Labs**

Pocit Labs is a Scandinavian software development company pioneering a dramatic transformation in the way people communicate using wireless technology. Pocit Labs envisions a world in which billions of devices communicate in ad hoc wireless networks. These networks enable users to communicate easily with other users and electronic services in their vicinity. Pocit Labs' mission is to become the leading supplier of wireless products for these networks, implementing intelligent handheld clients. Headquartered in Uppsala, Sweden, and with local representation in San Francisco, Pocit Labs cooperates with leading companies in the wireless industry.

### **About the Bluetooth Congress**

Bluetooth Congress is the official congress of the Bluetooth Special Interest Group, and the focal point of the Bluetooth business. The congress attracts the most international and influential cross-section of Bluetooth players gathered anywhere in the world. Bluetooth Congress is the world's major Bluetooth marketplace—the place to come to do business with Bluetooth.

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