

Press Release

Uppsala, Sweden, Monday, June 25, 2001

Pocit Labs invited to Japan by the Japan External Trade Organization (JETRO)

Pocit Labs has been invited to Japan by JETRO to establish a partnership with Japanese companies. Pocit Labs was chosen from among many Swedish companies for its unique and award-winning wireless P2P solution – BlueTalk™. Japan, which is at the forefront of wireless technology, is expected to be the first market to broadly adopt emerging short-range wireless P2P communication.

“Looking at the current technological and cultural trends in Japan and extrapolating their direction, the market for wireless P2P communication could certainly be closer than many of us think,” says Tony Gras, Vice President of Sales and External Relations. “We have already received a lot of interest from Japanese manufactures, and the invitation from JETRO will make it possible for us to create a broader network of partners.”

The invitation serves as a first step for Pocit Labs to establish a presence in Japan. This autumn, Pocit Labs will attend the World PC Expo 2001 in Japan, and establish a sales and marketing office there.

“JETRO's mission is to promote cooperation between industries in Japan and other developed countries,” says Eiji Takai, Executive Director, at JETRO. “JETRO only invites companies that complement our industries, and we are convinced that Pocit Labs' wireless P2P solution will catch the attention of Japan's leading electronics manufacturers.

About BlueTalk

BlueTalk is the world's first peer-to-peer (P2P) network client for handheld devices based on the Bluetooth standard. BlueTalk provides the means for developing an entirely new generation of applications that utilize the benefits of local, *ad hoc* networking.

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.

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 JETRO

The Japan External Trade Organization (JETRO) is a global organization supported by the Japanese government to promote trade between Japan and the rest of the world. JETRO has 38 offices in Japan, and 80 overseas offices in 59 countries.

About Pocit Labs

Pocit Labs is a Scandinavian software development company that is pioneering a dramatic transformation in the way people communicate using wireless technology. Pocit Labs envisages 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.

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