



**Press Release 190599**  
**For immediate publication**

## **Micro Systemation AB begins collaboration with Option International, the world's number one**

Micro Systemation AB (publ) is licensing SoftGSM, its unique software-based GSM modem, to the Belgian company Option International (EASDAQ:OPIN). Option will be marketing and selling the product under its own name, SoftRadius GSM Data Software Suite. Option has set its sights on very high volumes for the product and is beginning a comprehensive marketing campaign to attain these volumes.

The agreement with Option International is without a doubt the most important in SoftGSM's history, says Henrik Tjernberg, Managing Director of Micro Systemation. This agreement has given us a good foundation to ensure that SoftGSM is going to figure in most of the GSM data solutions that as early as 2000 will be sold world-wide.

Option is the world number one in mobile data communication and has greater market share than any of Ericsson's or Nokia's current licensees (i.e. that have a license to develop data products for the companies' telephones). Information from the market research company Dataquest shows that Option dominates the expanding market (+34% in 1997) for GSM data solutions, with 36% of the world market. Their closest competitor is ComOne, which is said to have 18%, followed by Psion Dacom with 15%. Option's dominance will guarantee SoftGSM's rapid penetration of the market.

The OEM version of SoftGSM is currently undergoing beta testing and delivery will begin on 14 June. SoftGSM's comprehensive support for operating systems and telephones places the product in a class of its own and satisfies the highest standards, says Henrik Tjernberg.

Option has distribution and sales channels in over 40 countries and is a reputable supplier of effective and comprehensive communication solutions. The leading supplier of GSM PC cards has now chosen to license SoftGSM, thereby beginning a market shift from PC cards to software modems.

### **Option**

Option International has its head office in Leuven, Belgium, with regional offices in France, Germany, England, USA and Australia. Development work has been carried out for some time now in Cork, Ireland. Since its beginnings in 1988, Option has created, developed and marketed data communication solutions for users of laptop computers and PDAs (Personal Digital Assistants). Option's products are available in more than 40 countries. In 1995, Option introduced the award-winning GSM-ready ® card, the world's first PC card combining two functions (those of an ordinary modem and a GSM modem). Today the company has a complete range of products providing GSM solutions.

Option International was one of the first members of MDI (Mobile Data Initiative), an organisation founded by Intel in order to promote the use of mobile data communication.

For more information, please contact Henrik Tjernberg on +46 8 7390270

*Micro Systemation carries out the product development and marketing of software solutions in mobile data communications, in addition to consultancy work this field. In November 1998, the company launched SoftGSM, the product it had developed itself. SoftGSM is a software modem for GSM communication. SoftGSM replaces hardware, for example, in the form of a PC card for data communication through the GSM network. There has been unofficial trading of B-shares in Micro Systemation through the SIX system since December 1998.*

Micro Systemation AB, Box 3053, Råsundavägen 1, 169 03 Solna. , fax: +46 8 7300170.

Internet: [www.msab.com](http://www.msab.com) E-mail: [henrik.tjernberg@msab.com](mailto:henrik.tjernberg@msab.com)

