



PRESS RELEASE

New Technology for Mobile Applications

Prague, CZ, December 1, 2004: BLADOX releases new technology bringing mobile applications to every GSM mobile phone produced since 1998. The original product, called **Turbo SIM**, allows the running and deployment of SIM Toolkit applications independent of mobile operators and device vendors. **Turbo SIM** is small enough to be inserted into any GSM phone in parallel with the operator SIM to enhance its functions.

The main areas of **Turbo SIM** usage are messaging, security and location based applications. "For example, the directory services can easily provide a location based search without users depending on selected device or mobile operator", says Max Regner, Director of Marketing. "**Turbo SIM** is the only existing technology worldwide to deploy SIM Toolkit applications without operators and substantially lower the cost for businesses", he adds.

The main advantages compared to other technologies are price and universality. "You can implement secure messaging for thousands of members of security forces using low end mobile phones. The overall cost is a fraction of anything based on smart phones. Moreover, the independence of mobile operators is critical for strong security solutions."

"We are really happy about this product; there are a lot of inventions and advanced manufacturing techniques used to make the **Turbo SIM** tiny enough to fit into every phone together with the existing SIM", says Tomas Rykl, Director of Research.

Turbo SIM is open architecture with free and open source development tools.

Since the introduction of Turbo SIM Toolkit Adapter in March 2004 **BLADOX** has received numerous inquiries on deployment of business SIM Toolkit applications, mainly for security and location services. **Turbo SIM** enhances the possibilities to a new level.



About BLADOX

BLADOX, s.r.o. is the inventor and manufacturer of the Turbo SIM Toolkit Adapter family of mobile phone accessories. The company strongly believes in open technology and releases all of the applications as free, open source.

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