



Every Mobile Can Be Smart

PRESS RELEASE

BLADOX has launched a new technology for consumer and M2M mobile applications

Prague, March 15, 2004 - BLADOX today announced the availability of **Turbo SIM Toolkit Adapter** - a mobile phone accessory bringing user applications and removable memory card to any GSM mobile phone.

The original product **Turbo** gives users the ability to use system level applications available otherwise only on newest hi-end mobile phones. The main focus lies on text messages handling (SMS), security (PKI) and positioning. As the part of standard package **Turbo** comes with several consumer applications: **SMS Archive** for mass message storage on removable memory card, privacy oriented **Encrypted** and **Masked SMS**, wallet like application **Secrets** and **Reader** for reading structured documents stored on the memory card. Further applications are available on the company web.

The second important usage of **Turbo** lies in M2M (machine-to-man/machine) market. The device provides several universal hardware ports and interfaces for connection of various measurement and control elements. Combined with recycled mobile phones the result is the lowest cost, open and universal M2M solution ready for deployment in transport tracking, security, metering, data acquisition and other areas.

“Turbo can be used with any mobile phone produced since 1999, that is more than a billion of devices”, said Max Regner, Marketing manager for BLADOX. “With the large number of abandoned mobile phones and their possible reuse for M2M applications the cost benefit for users is clear,” he added. As the mobile operators approach the “human” user saturation they are looking for new machine-to-man applications, esp. in automobile and home automation segments.

Turbo SIM Toolkit Adapter is the first device of the product line and specialized versions equipped with specific sensors will follow.

BLADOX believes in open architecture and provides free development tool chain, documentation, example hardware constructions and developer kits. All the applications are open source, free software.

About BLADOX

Founded in 2003, **BLADOX, s.r.o.** is headquartered in Prague, Czech Republic. BLADOX develops and manufactures devices and mobile applications for M2M (machine-to-man/machine) and consumer markets. BLADOX is committed to provide open, universal and low cost architecture and solutions.

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