

Samsung is launching a PMG Sleek Module

Submitted by: Sonus Public Relations Limited

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FEBRUARY 24, 2004, 3GSM CANNES: Samsung is launching a PMG Sleek Module. Bluetooth 1.1 compliant, the small form factor module (20.0x12.5x2.1mm) has been specifically designed for PMG Companion devices such as messengers, cameras, PDAs, and other portable devices.

According to a report published by InStat MDR, 'PMGs set to explode in 2004' the market for PMG and PMG Companion devices could exceed 110 Million units in 2007.

"Our PMG Sleek Module is the most competitive in the market today. We are looking forward to selling PMG Sleek Modules to PMG Companion manufacturers," said B R Choi, Vice President of Samsung Electro-Mechanics Co., Ltd. "We are pleased that an industry giant such as Samsung Electro-Mechanics joined the PMG revolution" said Jim Eun, President IXI Mobile Asia. "This adds to the traction IXI technology enjoys in Asia and in the rest of the world."

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About IXI

IXI Mobile, Inc. develops mobile communications software for PMG® phones and PMG® Companion devices. The IXI-Connect OS operating system enables mobile operators and phone manufacturers to develop their own UI (User Interface) and upgrade phones over the air by downloading new UI, protocols, drivers and applications. IXI's customers include mobile operators, service providers and device manufacturers. IXI was founded in 2000 and is headquartered in Redwood City, California. IXI is privately held and backed by China Development Industrial Bank, Draper Fisher Jurvetson ePlanet Ventures, Intel, Gemini Funds, Texas Instruments and TCom Capital Partners. For more information about the company and its products, please visit www.ixi.com.

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About PMG®

Personal Mobile Gateway technology (PMG®) combines cellular (e.g. GSM/GPRS, CDMA, etc.) and short distance wireless (e.g. Bluetooth or other technologies like WiFi), with micro-router and micro-server functionalities. It is the point of connection between the wireless network and the new category of affordable and best-of-breed mobile devices for consumers (PMG Companions). The PMG can be a stand-alone device the size of a small mint box, or integrated into a cellular phone.

The PMG enables a whole new set of innovative, optimized PMG Companion devices (e.g. watches, pens, phones, messaging terminals, gaming devices, cameras) that deliver a superior user experience, while

still focused on fashion and budget. They cost less to manufacture, can be brought to market much faster than ordinary mobile phones or smartphones, and generate greater data usage. The PMG also seamlessly connects existing legacy terminals (e.g. PDAs, laptops) with no additional client software needed.

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