



Page 1 of 2

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Polaris Wireless Unveils New Location Technology For Wireless E911 and Location-Based Services

*Innovative Approach Determines Wireless Subscriber Location to Provide
Emergency Assistance or Initiate Location-Based Services*

Santa Clara, Calif. – March 11, 2004 – Polaris Wireless, a pioneer in wireless location technology, announced commercial availability of the Polaris Wireless Location Signatures™ (Polaris WLS™) product. The network-based software product is accurate, reliable and simple to deploy, offering a cost-effective solution for wireless carriers seeking to meet U.S. government wireless E911 mandates or provide commercial location-based services.

With the Polaris WLS™ product:

- A wireless subscriber can use an existing handset to place emergency calls anywhere in the deploying network operator's coverage area. The subscriber's location will be accurately determined, helping emergency personnel to respond quickly.
- Public Safety Answering Points (PSAPs) can locate callers in distress according to Federal Communications Commission E911 accuracy requirements.
- Wireless carriers can quickly and cost-effectively meet U.S. government mandates and offer revenue-generating, location-based services to all network customers upon deployment of the Polaris system.

The Polaris WLS™ product is fully compliant with the FCC's Phase II accuracy requirements for wireless E911 systems and makes location-based services viable and practical. The Polaris software uses existing network data and standard interfaces to locate callers in 100 percent of cases. The Polaris WLS™ product requires no additional base station hardware, handset changes or backhaul facilities, making it less costly to install and operate than competing alternatives. Further, as a software-only solution, the Polaris WLS™ product can be rapidly deployed nationwide. Products for GSM and IS-136 TDMA networks are available now. A CDMA2000 version is planned in 2005 with a WCDMA/UMTS product to follow.

“After four years of work dedicated solely to complex location technology problems, Polaris's engineers have designed a network-based, software-only solution that is accurate, reliable and cost effective,” said Manlio Allegra, CEO of Polaris Wireless.

The Polaris WLS™ product capitalizes on existing cell signal strength and cell ID, along with other network information. The Polaris software compares this existing network measurement data against a geo-referenced database of the radio-frequency environment. Patented Polaris algorithms calculate the best pattern match to determine handset location. The database—built at the time of system deployment and based on a combination of predictions and drive test measurements—is automatically updated as the network evolves.

“Polaris Wireless’s approach to wireless E911 and location-based technology is refreshingly straightforward,” said Andrew Seybold, senior partner, Outlook 4Mobility, an industry consulting, publications and training company. “The Polaris product provides accuracy, regulatory compliance, proven performance and rapid deployment—all at reduced expense to wireless carriers. The company’s laser-like focus on providing a simple and reliable E911 solution will surely benefit network operators, subscribers, public safety agencies and the public at large.”

The Polaris WLS™ product can be deployed as a stand-alone solution or as a hybrid technology augmenting existing handset- or network-based deployments.

“The Polaris product provides a simple solution to those carriers already deploying another E911 technology who want to take advantage of location-based service revenue without delaying or derailing their E911 implementation strategy,” Seybold continued.

About Polaris Wireless

Polaris Wireless (www.polariswireless.com) provides a network-based software technology for determining the location of mobile phones. The cost-effective Polaris Wireless Location Signatures™ product rapidly enables the deployment of ubiquitous, reliable public safety and location-based services applications. Headquartered in Santa Clara, Polaris Wireless helps U.S. carriers meet the FCC’s E911 mandate and supports revenue-generating, location-based services for operators worldwide.

In 2003 Polaris succeeded in creating and deploying the first and only software-based location product that meets FCC Phase II E911 requirements. Polaris is generating commercial revenue from wireless service providers in the United States. Polaris is backed by California venture capital funds Draper Fisher Jurvetson of Redwood City, Draper Richards of San Francisco and Centre Palisades of Los Angeles.

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Polaris Wireless Location Signatures™ is a registered trademark of Polaris Wireless. Polaris WLS™ is a trademark of Polaris Wireless.