



## **More Leading Business and Lifestyle Solution Companies Join Flarion's Growing Alliance for the Delivery of IP Friendly Mobile Broadband with flash-OFDM Technology**

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Flarion Technologies

### ***HelloSoft, Ricoh(TM) Digital Camera Division, Siemens Information & Communication Mobile Group, Sony Online Entertainment and Texas Instruments Join as New Members in Support of flash-OFDM(TM)***

Flarion Technologies, the architect of flash-OFDM(TM) mobile broadband network technology for always-on connectivity using the industry-standard Internet Protocol (IP) today announced increased market support for its 20-member strong technology alliance.

With the addition of its new members: HelloSoft, Ricoh(TM) Digital Camera Division, Siemens Information and Communication Mobile Group, Sony Online Entertainment and Texas Instruments, Flarion has industry and trial support from a wide range of wireless solution providers spanning from custom chip design and manufacturing, enterprise and consumer devices and applications, PC card manufacturing, field testing, to Internet infrastructure and leading solution integration companies. See [www.flarion.com/alliance](http://www.flarion.com/alliance) for a complete list of members.

"We are pleased to be part of Flarion's flash-OFDM Alliance program," said Scott McDaniel, vice president of marketing with Sony Online Entertainment. "With flash-OFDM, Sony's gaming community and broadband users everywhere can experience the benefits of the unwired Internet."

"Our alliance brings together companies with the common goal of unwiring the broadband experience," said Peter Carson, vice president of business development and marketing. "Together, we will make all productivity and lifestyle applications move for end users - without limitations to productivity or lifestyle connectivity."

Flarion's flash-OFDM mobile broadband system is a packet-switched radio access network that seamlessly transports Internet Protocol (IP) services over-the-air, between the network and personal computing devices. Flarion's flash-OFDM user modems are plug-and-play compatible with existing IP devices, operating systems, and applications. The system's Quality of Service (QoS) feature allows service providers to offer flat rate and tiered pricing, prioritized by users or applications.

"As applications are run in the wireless world, seamless integration of these applications and devices is important for the mass-market adoption of wireless broadband data," said Tole Hart, senior analyst with the Gartner Group. "Flarion's primary mission and potential strategic

advantage is to unwire the Internet at DSL speeds in the mobile environment, without changes to IP or applications."

The Flarion Alliance program members are supporting the current market trials of the flash-OFDM mobile broadband system. On the network side, the RadioRouter(TM) base station interfaces to an off-the-shelf edge router and transparently supports all existing IP standards in the core network. For developers and integrators such as Alliance members, the Flarion architecture provides standards-based, open interfaces to cellular and IP networks - including host devices; network infrastructure, operations and business support systems, applications and content.

#### About Flarion Technologies

Flarion Technologies is mobilizing the Internet with its innovative mobile communications network technology, flash-OFDM(TM). This technology will make seamless mobile broadband access to the Internet truly affordable to the mass market - anytime, anywhere. Flarion's flash-OFDM technology, which originated in Bell Labs, enables mobile network operators to profitably offer Internet Protocol (IP)-based broadband services. Flarion's mobile broadband network unwires the Internet at a lower cost than any other mobile system in the world.

Flarion's RadioRouter(TM) base station product easily overlays onto an operator's existing network and radio spectrum, and provides a seamless routing interface to the operator's existing IP network. Flarion's flash-OFDM-based devices provide users mobile Internet access with a true broadband experience.

Flarion Technologies is based in Bedminster, New Jersey (USA). Investors include Bessemer Venture Partners, Charles River Ventures, Cisco Systems, Equitek Capital, New Venture Partners II LP, Nassau Capital, and Pequot Capital. More information about Flarion can be accessed at [www.flarion.com](http://www.flarion.com)

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