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Press Release

Longcheer pick high sensitivity LEA-4S module from u-blox for new GPS phone

For immediate release

your position is our focus

FOR IMMEDIATE RELEASE



(A high-resolution picture can be downloaded from <http://www.u-blox.com/news/longcheer.jpg>)

Longcheer pick high sensitivity LEA-4S module from u-blox for new GPS phone

Thalwil, Switzerland -- March 19, 2007 -- u-blox AG, the leading Swiss provider of GPS receiver technology, today announced the inclusion of its LEA-4S GPS module in the G300 GPS phone made by Longcheer, a leading Chinese designer of handheld devices.

The new phone combines a high performance GPS engine, VGA camera, MP3/MP4 music player, GSM phone and WAP Internet browser in a device that weighs only 102 grams, measures just 117 x 50 x 16.5 mm, and has ultra long standby time.

Dr. Du Junhong, CEO of Longcheer, said: "We chose u-blox' LEA-4S GPS module because it is cost effective and offers high sensitivity and low power consumption in a very small and easily integrated package. No other GPS module that we tested matched its performance. This, coupled with its remarkable indoor performance and high accuracy, makes the LEA-4S the ideal positioning engine for our G300 phone."

"Longcheer have gone to great lengths to source the best components for their G300 phone, allowing them to develop a product that offers a staggering array of multimedia features and a powerful GPS engine in a small, user-friendly package," said Adrian Tan, VP Sales Asia-Pacific at u-blox. "We are extremely proud that they have chosen u-blox for this groundbreaking product."

The LEA-4S GPS module has u-blox' built-in SuperSense[®] weak signal tracking technology that allows users to navigate uninterrupted through train stations, shopping malls and building interiors without losing the signal, which weakens in indoor environments and urban canyons. Its small form factor and SMT pads allow for fully automatic assembly processes with standard pick-and-place equipment and reflow soldering, enabling cost efficient, high volume production. Moreover, the module supports A-GPS services such as u-blox' AssistNow[®] Assisted GPS solutions that ensure instant positioning anywhere, at anytime.

The G300 will be on sale in phone shops in China from April 2007 onwards and internationally soon thereafter. The phone is on display at u-blox' booth (Hall 11, stand C09) at the CeBIT show, which runs March 15-21.

(A high-resolution picture is available from <http://www.u-blox.com/news/longcheer.jpg>)

About u-blox

u-blox is an international company headquartered in Switzerland, with sales organisations in the Americas, Europe and Asia. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit www.u-blox.com.

About Longcheer

Longcheer Holdings is a leading Chinese mobile handset design house, specialising in providing complete-knockdown ("CKD") and semi-knockdown ("SKD") design solutions for telecommunications companies. From handset hardware, software to exterior design, Longcheer provides total and innovative solutions to its customers with rapid time-to-market. Longcheer's clients include major Chinese telecommunication companies such as Gionee, Konka, TCL, and ZTE. The Group was listed on the Singapore Exchange Mainboard in May 2005, and was ranked no.10 among top 50 fastest growing technology companies in China by Deloitte in 2006. For more information, please visit www.longcheertel.com

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