



u-blox AG
Zürcherstrasse 68
8800 Thalwil
Switzerland
www.u-blox.com

Phone +41 44 722 74 44
Fax +41 44 722 74 47
info@u-blox.com

Press Release

Tranzda selects u-blox GPS module for revolutionary smartphone

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/tranzda.jpg>)

Tranzda selects u-blox GPS module for revolutionary smartphone

Thalwil, Switzerland -- March 15, 2007 -- u-blox AG, the leading Swiss provider of GPS receiver technology, today announced a deal that sees its LEA-4S GPS module included in a revolutionary smartphone produced by innovative design house Tranzda Technologies Co. Ltd. The PM328 is a NEWPLUS Linux-Core smartphone that integrates phone, PDA, GPS and other multimedia entertainment functions in a product that is 16 mm thin.

The PM328 has an embedded GPS engine, voice navigation software and maps of 400 cities. This enables users to easily locate and navigate to any location using nothing but their mobile phone. The PM328's WAP 1.1 / 2.0 browser means users can search for restaurants, museums, cinemas, or similar on the Internet and then use the phone's GPS functionality to navigate to the chosen location. Other features include a USB interface, Bluetooth support, and Data Synch functions that enable SMS, contacts, email and music synchronization with the user's PC.

"The PM328 offers everything a handset user could dream of, including phone and PDA functionality, several multimedia features and, of course, the latest must-have for handheld devices: A high performance GPS engine that provides accurate, uninterrupted positioning indoors and outdoors," said Thomas Seiler, u-blox CEO.

Tranzda chose u-blox' LEA-4S GPS module for its outstanding performance and power consumption of 38 mA that ensures the smartphone has a long battery times. The LEA-4S measures a mere 17 x 22.4 mm and comes with SuperSense[®], u-blox' award-winning -158 dBm high sensitivity technology that enables coverage indoors and other difficult signal environments where other positioning engines lose the GPS signal and interrupt tracking.

"We needed a small, low power and cost-effective GPS engine that could be easily integrated," commented Li Ming, Tranzda CEO. "The accurate and reliable LEA-4S greatly exceeded all our expectations, ensuring our smartphone users enjoy uninterrupted positioning as they navigate through shopping malls, urban canyons and other difficult signal areas," added Mr. Li.

The LEA-4S's small size 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, anytime.

The competitively priced PM328 smartphone is now for sale in China and can be bought from www.powermobile.com.cn. Other u-blox and Tranzda joint developments will follow as the two companies continue to deliver innovative mass-market mobile solutions.

u-blox will present the PM328 at CeBIT, Hall 11 Booth C09.

(A high-resolution picture can be downloaded from <http://www.u-blox.com/news/tranzda.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 Tranzda

Tranzda Technologies Co. Ltd. is a high tech enterprise specialising in smart phone production, ID/MD design, hardware, software and operating system (LINUX OS) development. For more information, please visit <http://www.tranzda.com/>

u-blox Contacts

Georg zur Bonsen, Marketing Services

phone: +41 (44) 722 74 44, e-mail: georg.zurbonsen@u-blox.com

Alicia Montoya, Marketing Communications

phone: +41 (44) 722 74 86, e-mail: alicia.montoya@u-blox.com

Tranzda Contacts

Mr Li Ming, CEO

phone: +86-755-83663528, e-mail: ming.li@tranzda.com

Word count: 549