
PressRelease



New μ -blox representation in the US

Thalwil, 7th September 2001 – μ -blox is strengthening its presence in the American market. This manufacturer of miniature electronic subsystems for GPS systems and embedded computing has now founded its new representation in the US, offering better support in the American market. *"Being headquartered in Herndon, Virginia, we are now able to provide more customized services. Our goal is to be close to customers and distributors and give them excellent support. This is key to better service in such an important market"* says Karsten Tietz, President of the new sales company μ -blox America Inc. responsible for this market area. At the new company headquarters Karsten Tietz is building up his customer service, marketing and sales support team.

"Being the single biggest market area, the US market is extremely important to us" says Dr. Claus Habiger, μ -blox board member responsible for marketing and sales. *"Our strategic goal is to be a preferred supplier to the American automotive and telecommunication industry. The establishment of μ -blox America Inc. is one key element to understanding our customer needs even better and to improving our response to market changes."*

As a market leader in miniature GPS receivers and embedded computing modules, μ -blox offers OEM customers a decisive competitive edge in new ventures – mature technology with a faster time-to-market. Founded in 1997, μ -blox is now a leading supplier to OEM customers in the microelectronics industry. μ -blox offers innovative solutions for a wide range of GPS and embedded computing applications (telecommunications, fleet management, car navigation, tracking systems, aeronautics, military, security). In 1998 μ -blox launched the first generation of GPS receiver modules: GPS-MS1 and GPS-PS1. The offering was then extended with software additions enabling the integration of additional system functions in GPS receivers. With the ultra-miniature ROGER data processing module running under Microsoft Windows CE[®], μ -blox now offers solutions for applications demanding minimal power consumption and space requirement, low cost and long service life. In 2001 μ -blox will launch the second generation of its GPS receiver modules: TIM. TIM is a fully self-contained low-cost GPS receiver. Due to innovative packaging technology, it can be handled as a single chip component. This concept of a macro-component GPS receiver is the ideal solution for high volume application with stringent space requirements.

Headquartered in Thalwil, Switzerland, μ -blox currently employs 40 people. Chairman of the μ -blox Board since December 2000 is Edzard Reuter, formerly Board Chairman of Daimler-Benz.

www.u-blox.com

Further Information:

u-blox America, Inc.
Karsten Tietz
13800 Coppermine Road
Herndon, VA 20171
USA
Phone: +1 (703) 234 5293
Fax: +1 (703) 234 5770
info_us@u-blox.com