



PRESS RELEASE

BRA: 802.15.4 for mobile phones, merging SIM Toolkit and 802.15.4 worlds

Prague, CZ, September 25, 2006: BLADOX offers technology bringing 802.15.4 wireless control to mobile phones. **BRA** (BLADOX Radio Architecture) device utilizes SIM Toolkit to accomplish simple and immediate integration of 802.15.4 applications to mobile phone user interface. Installed applications running in **BRA** device are easy to use and instantly available to users. **BRA** is targeted not only at Home Automation and Remote Control but it also opens a new area of mobile phone SIM Toolkit specific applications, like already deployed Call Control technology for alternative call routing used by **amatus** Mobile Network Virtual Operator or **PayTus** Proximity Payment and Marketing System.

BRA is a tiny 1.1mm thin device smaller than 2 SIM cards that can be used with any SIM Toolkit enabled device – almost all mobile phones produced since 1998. It means that mobile phones can be used as control terminal for home automation systems or nodes in sensor networks.

BRA is multi-application technology, allowing each node to run more separated applications, for example: temperature measurement together with message forwarding to extend communication range; or payment system together with instant messaging-like service.

BLADOX provides full development environment for free, covered by GNU Public License. Writing applications is very easy with many ready to use/follow examples. Simple applications can be only a few lines of code and a few hundred bytes long.

BLADOX offers more **BRA** related devices – some public and some project-specific, developed for customer projects.

amatus – global mobile network virtual operator

Utilizing BRA technology, amatus provides unique global call routing service allowing users to significantly lower call costs. On the contrary to other Mobile Network Virtual Operators, **amatus** is independent of mobile operators and allows user to keep already acquired phone number.



PayTus – more than mobile payment system

Unique proximity payment and marketing system brings new level to payment systems. Users can not only remotely manage bank transfers but use mobile phone to pay at a few meters distance. **PayTus** provides short range localized and personalized marketing to allow a user to keep track of sale coupons and promotions across the merchant network. **PayTus** is currently being tested in West Africa.

About BLADOX

BLADOX, s.r.o. is the inventor and manufacturer of the Turbo SIM Toolkit Adapter family of mobile phone accessories.

BLADOX is a registered trademark of BLADOX, s.r.o., amatus is a registered trademark of Amatus Communications B.V., PayTus is a registered trademark of SOFT-TECH INTERNATIONAL. Other terms and product names may be trademarks of others.

For additional information contact:

Max Regner, Director of Marketing, regner@bladox.com

<http://www.bladox.com>