



JP Systems
Press Kit



FACT SHEET

- The Company** Founded in 1996, JP Systems, Inc. is a leading developer of wireless data solutions that benefit the mobile professional. The company's software integrates multiple handheld communications devices and data networks, allowing mobile users to instantly and wirelessly exchange e-mail and access enterprise information and Web content anytime and anywhere. JP Systems is based in Dallas, Texas. The company's website is www.jpssystems.com.
- Contact Information** 2695 Villa Creek, Suite 240
Dallas, Texas 75234
Phone: (972) 484-5432
- Key Products**
- The company's flagship product, InfoBeam™ is a software package that enables users of handheld devices with Palm, Windows CE and other platforms to wirelessly access the Internet or intranet. When licensed to companies, InfoBeam accesses corporate databases over the intranet.
 - One-Touch Mail™ is a powerful, full-featured e-mail program designed for the line of 3Com/Palm Computing Connected Organizers™ that allows the user to retrieve e-mails from any Internet service provider while away from home or the office.
 - BeamLink™ is the first-ever wireless interactive e-mail software for Palm III™, IBM Workpad™, and Windows CE™ devices. BeamLink utilizes infrared (IrDA) ports on devices and pagers to exchange e-mail and messages over two-way paging networks.
- Strategic Partners** JP Systems has established integral business partnerships with industry leaders. Many of the alliances facilitate the public's use of JP's messaging software, and others enable customized enterprise solutions designed by the JP team to improve business productivity. Key partners include Palm/3Com, Motorola, SkyTel Communications, IBM, Glenayre Technologies, Ericsson, Nokia and PageNet.
- Executives** Dayakar Puskoor, Chief Executive Officer
Ananth Rao, Executive Vice President and Chief Operating Officer
Greg Pinter, Vice President of Business Development
Ned Peterson, Director, Sales and Marketing
Andy Tarzon, Director, Mobile Products
- PR Contact** Jonathan Leibo
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CORPORATE PROFILE

JP Systems designs and markets advanced messaging software and solutions that expand the capabilities of handheld and wireless communications devices used by mobile professionals and consumers. Since its launch in 1996, the privately held company based in Dallas, Texas, has challenged the notion that handheld computers can only act as memo pads and personal organizers. The company's founder, Dayakar Puskoor, a veteran in the field of telecommunications and wireless technologies, has led the company in developing cutting-edge software, strategic alliances and extensive sales channels.

PRODUCT DEVELOPMENT

From the start, JP Systems struck the right balance between market analysis, corporate needs and innovative products design. JP Systems' software integrates palm-sized computers, pagers, and cellular phones and connects with data networks, allowing mobile users to instantly and wirelessly exchange e-mail and access enterprise information and Internet content on demand. Its server technology provides a wireless Internet portal for the broad and expanding range of wireless data transmission. The company's software designers are experts in wireless information technology. They specialize in Palm and Windows CE operating systems, ReFLEX™ two-way messaging devices, cellular telephones, and TCP/IP, GSM, CDPD networks. JP Systems continues to provide the solutions sought after by today's manufacturers, carriers and consumers. The company's products have been awarded the coveted 3Com Platinum Certification. JP Systems' technology will constantly evolve to work with all networks, software and devices, ensuring mobile users a continual link to the Internet.

STRATEGIC ALLIANCES

Recognizing the importance of collaboration in the constantly evolving wireless industry, JP Systems has built strategic partnerships with manufacturers, carriers and industry analysts to drive its product development, marketing and sales objectives. Many of these strategic alliances facilitate the public's use of JP Systems' messaging software and others enable customized enterprise solutions designed by the JP team to improve business productivity. The partners include SkyTel Communications, Motorola, PageNet, Glenayre Technologies, 3Com, IBM, Ericsson, Nokia and Microsoft. JP Systems is also aligned with DataQuest, a marketing research leader for wireless communications.

SALES CHANNELS

JP Systems' unique relationships with its partners facilitate an indirect sales channel. Products that include or are expressly compatible with JP Systems software are available from service providers or manufacturers. Likewise, products featuring the company's technology can be purchased through many other online and national retail outlets.



PRODUCT PROFILE

JP Systems has created the software and built alliances with hardware manufacturers and service providers to transform today's popular handheld devices into serious business tools. The technology gives handheld computers new capabilities: wirelessly transmitting and receiving e-mail messages and data. Mobile professionals and consumers gain greater flexibility as they interchange information between devices, corporate databases and the Internet. All products are Year 2000 compliant.

INFOBEAM™

The world's first Web information retrieval software and service for 3Com-connected products wirelessly accesses Internet content on demand from any location around the globe. JP System's flagship software, InfoBeam is downloaded onto the Palm™ OS, Windows® CE devices and other platforms. Users access Internet/intranet information from a mobile device using a two-way messaging device or cellular telephone to retrieve select, up-to-the-minute information.

InfoBeam software integrates with the handheld computer and interacts with any data network. It runs over GSM, CDPD, ReFLEX™ and standard dial up networks. JP Systems designed InfoBeam to seamlessly link to multiple operating systems and networks while retaining an ease-of-use for mobile professionals and consumers. One InfoBeam service, InfoBeam.net, allows consumers to retrieve the latest stock quotes, flight information, weather reports, travel directions, price comparisons on thousands of consumer products and FedEx and UPS tracking information. InfoBeam server technology provides the foundation for customized enterprise services to access intranet information.

The technology is licensed to corporations, service bureaus and carriers. InfoBeam is scalable for new services and data network technology so licensees can continue to evolve their products and services.

ONE-TOUCH MESSAGING PLATFORM™

One-Touch Messaging Platform is designed to make wireless data a reality for the Palm™ device market. When connected with a wireless/wired modem, pager or cellular phone, a Palm device can transmit and receive e-mail on demand anywhere in the world via data networks. The software is designed for seamless compatibility with the Palm OS, connecting to SMTP/POP3 or IMAP4 protocols.

One-Touch Messaging Platform supports up to six e-mail accounts and integrates with electronic address books and calendars so users can send, receive and file attachments. One-Touch Mail 2.0 has message status to track read, replied and forwarded messages, Microsoft® Outlook® synchronization conduit, and a contact manager feature to allow sharing of names and phone numbers with your cellular phone. One-Touch Messaging Platform can also be customized using the available software development kit. This allows developers and corporations to design advanced messaging application or incorporate wireless connectivity into existing applications.



EXECUTIVE PROFILES

DAYAKAR PUSKOOR, CHIEF EXECUTIVE OFFICER

A visionary in the wireless messaging industry, Dayakar Puskoor leads JP Systems in developing the technology, market strategy and alliances that have garnered industry-wide recognition. Puskoor has personally written numerous patents and received multiple awards for his engineering expertise and systems development. An expert telecommunications engineer, Puskoor founded JP Systems in 1995 after having served in various key management, product development and wireless technologies roles over a 10-year period at Motorola. He played a critical role in the design, development, and maintenance of many systems, including the implementation of Tokyo Tel-Message Company's nationwide paging network – the first FLEX-TD system in Japan. Puskoor is a graduate of Stephen F. Austin University and holds a master's degree in computer science from Nova University.

ANANTH RAO, EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER

Heading up enterprise and consulting services, Ananth Rao draws from extensive experiences in the telecommunications and messaging industry to deliver high-performance solutions to JP Systems' customers. Rao also oversees the company's wholly-owned subsidiary, JP Systems India Ltd., lending expertise to that emerging market. Prior to JP Systems, Rao was instrumental in Alcatel's development of a SONET-based network management product line at Versant Object Technology. At Nortel, he was awarded the Engineering Excellence & Quality Award for his participation in development of the first Personal Communications Services (PCS) infrastructure in the world. Rao holds a bachelor's degree in computer science from Andhra University, India, and a master's degree in computer science from the University of Southwestern Louisiana.

GREG PINTER, VICE PRESIDENT OF BUSINESS DEVELOPMENT

An expert at applying wireless messaging advances to today's business and consumer needs, Greg Pinter serves as vice president of business development at JP Systems. Pinter guides the company's numerous strategic partnerships from his base in the high-tech corridor of California's Bay Area. He investigates and recommends the new products and services that will fulfill JP Systems' long-term market goals. During his career, he has led in numerous product developments. Work with Glenayre Technologies resulted in incorporating IrDA protocol into the AccessLink II two-way pager, enabling handheld computers to link with pagers for data and messaging transmission. That work was the foundation for JP Systems' InfoBeam™ software. During a stint with SkyTel Communications, he developed various protocols and user interfaces through work with Motorola and Wireless Access. He began his career with McDonnell Douglas as an engineer of the ballistic missile defense program, which led to work with Honeywell to develop a digital mapping system for U.S. Army helicopters. Pinter holds a degree in electrical engineering from the University of California at Irvine.



CASE STUDIES

THE NEW YORK STOCK EXCHANGE

- Situation** The largest stock exchange in the world had problems with its software-driven paging system. In the fast-paced business of stock trading, glitches in the delivery of mission-critical messages could have monumental repercussions. The New York Stock Exchange (NYSE) needed a fast and reliable system to facilitate communications between associates, brokers and specialists executing the huge volume of trading that occurred on the floor.
- Solution** After a two-year search, NYSE found its provider and deployed a new messaging system in 1998. Starting with a sketch on a napkin, JP Systems designed, developed and installed a fully redundant, real-time advanced messaging front-end system for the Exchange. The customized system called JPS-1000 uses a Motorola messaging device and a JP Systems' front-end processor. The processor maintains databases and accepts communications from various sources, including telephones, keypads or computers. Transmitted over the Telocator Network Paging Protocol, the system is private to the stock exchange floor. Each of 1,480 trading booths has 12 switches and the 17 post locations offer 22 keypads. By activating a switch, brokers and their associates can target messages to specific recipients. The system is based on JP Systems' flagship InfoBeam™ software and was developed in a record seven months.
- Results** The JPS-1000 is believed to be the most robust and technically sophisticated customer-owned messaging system in the world. Individual traders are now using handheld computers as personal communicators. The JPS-1000 wireless messaging system successfully delivers each message in less than four seconds. Previously, the message delivery speed took between 30 and 40 seconds. The system proved its reliability on Oct. 29, 1997, the record-breaking trading day in which over a billion shares changed hands. Amid the huge volume of trades, JP Systems' architecture handled more than 105,000 pages in eight hours, 50 percent more than usual. The successful of the first JPS-1000 system let the NYSE to award another contract to JP Systems to develop an Ethernet-based touch screen advanced messaging system called JPS-NS (Network Server).
- Verdict** The Exchange is pleased with the reliability, efficiency and redundancy built in by JP Systems' engineering team. The design was hailed as quick and easy to use and its implementation met an aggressive deadline. Based on the success of this system, NYSE has maintained an on-going relationship with JP Systems to provide innovative changes as the technology becomes available.



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