

## About Mobitex™

Mobitex is an advanced technology for wide area wireless data communication. It offers fast and secure data transmission with guaranteed availability around the clock.

The Mobitex technology has been supplied in some 30 countries worldwide. The technology is used by more than 100 police and public safety organizations. Other important areas where Mobitex is expanding are machine-to-machine communication such as alarm systems, parking metres, wireless money transactions, telemetry for the electricity and utility markets and track and trace solutions.



# The Mobitex Association

The worldwide forum  
and network for the  
Mobitex industry



The technology was originally developed by Ericsson, but is now the property of Mobitex Technology AB. An open interface is available to everyone with an interest in producing terminals, modems or applications for the Mobitex Technology. The specification of the interface, the Mobitex Interface Specification (MIS) is handled and administered through the Mobitex Association.

[www.mobitex.org](http://www.mobitex.org)

What you hold in your hand is a small presentation of the Mobitex Association (MA), the worldwide organization for the Mobitex industry. MA constitutes a forum for network operators, software developers, hardware manufacturers and their customers and plays an important part in bringing people together for an exchange of ideas, visions and know-how.

The Association supports its members in all aspects of the business from technical issues to purely business related matters. Through its members Mobitex is promoted worldwide leading to maximized growth and profit for the entire community.

#### Vision & Mission

- ▶ Be the worldwide network and forum for the Mobitex industry
- ▶ Arrange meetings and introduce members to the right organizations
- ▶ Influence the technical development of the Mobitex technology
- ▶ Facilitate networking events for existing and new members
- ▶ Be a catalyst for new products and services that can be launched within new markets
- ▶ Promote the technology and provide a window to the members' products and services through the website of the Association
- ▶ Enable the Mobitex technology to reach its potential as the premier technology of choice
- ▶ Be a point of reference for topics related to Mobitex and wireless data
- ▶ Keep the Association creative, positive and valuable

## Steering Bodies

The association is managed by the Board of Directors, which consists of 3-5 directors each elected for a two-year period. The Board collaborates with the two Councils: the Marketing Council and the Technical Guidance Council.

### The Board of Directors



Per-Erik Sundström

#### Chairman

Per-Erik Sundström, who was elected chairman in June 2007, has worked with Mobitex Technology AB as Account Director from its establishment in 2004. Prior to this he served on several managerial posts within Ericsson, mainly focusing on the Mobitex product.



Mark Hull

#### Board Member

Mark Hull is the Chief Executive Officer of the American Mobitex operator, Velocita Wireless. He served as Vice President and General Manager at Velocita Wireless whilst the company was a Sprint Nextel subsidiary, and prior to that he spent 13 years at Sprint Nextel itself. Mark has 22 years of experience from wireless communications.



Dirk Fabels

#### Board Member

Dirk Fabels is Managing Director at RAM Mobile Data Netherlands. He served as Manager of Professional Services before becoming shared owner of the company in 2002, along with Joachim Kaarsgaren. Prior to joining RAM in 1998, he worked for Canon Europe for six years where he had several functions.

### The Marketing Council

The Marketing Council focuses on activities promoting the Mobitex technology on a global scale. Members of the council share information, marketing material and business intelligence data. The Marketing Council is also responsible for the content of the MA website and the Mobitex conferences.

### The Technical Guidance Council

The council members discuss further development of the Mobitex technology and share information concerning network usage, efficiency and optimization. It is also a forum for issues such as developer support and the introduction of new solutions, products and applications.

## The work of the Association

MA has been a strong community for several years and has greatly influenced the development of the Mobitex technology towards the robust and secure product it is today. Many of the ground breaking features of Mobitex have been initiated by the exceedingly creative and visionary Mobitex operators. Battery saving mechanisms and true push functionality are examples of functions that have been available for Mobitex users for several years, but only recently were adopted by other wireless technologies.

Meeting, sharing and exchanging ideas are essential for continuously bringing the Mobitex technology and business forward. The Mobitex Association has so far arranged more than forty international member conferences for the facilitation of these activities.

### Member benefits

- ▶ Full access to information shared amongst members such as presentations, white papers, contact lists and competitor comparisons
- ▶ Opportunity to network and form business relations in the Mobitex community
- ▶ International exposure of your company and products through the Mobitex Association's website
- ▶ Invitation to participate in Mobitex meetings and seminars around the world
- ▶ Free access to MA conferences
- ▶ Right to suggest working programs and activities to the Councils
- ▶ Access to password protected areas on the website
- ▶ Access to the interactive web forum
- ▶ News coverage

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Next year we will focus on giving as much support as possible to our members to ensure they receive substantial value for their membership.

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## Join the community

Major Mobitex operators as well as professional software and hardware developers and integrators around the world are members of the Mobitex Association. Membership is open to all companies and individuals that have an interest in the Mobitex business.

The Mobitex Association is a non-profit organization and the annual membership fee of 1750 USD goes directly towards the activities of the association and its members.

The membership application and instructions on how to become a member can be downloaded from the website, [www.mobitex.org](http://www.mobitex.org).

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Through your membership and support we can continue to play an active part in bringing people together and to help build a platform for the continuous development of successful and innovative solutions.

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