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## NEWS RELEASE

### GenX Mobile teams with u-blox for 3G HSPA Vehicle Tracking Platform



GenX 3G-enabled vehicle tracking platform uses u-blox LISA wireless modem technology

**San Jose, California, and Reston, Virginia, November 29, 2011 –** GenX Mobile, Inc. introduces its new 3G HSPA product line for the vehicle tracking market. At the core of the platform is u-blox' compact LISA wireless module series, the world's smallest 3G modem family, and u-blox 6 GPS receiver module. 3G HSPA increases bandwidth and performance by using improved modulation schemes and protocols by which wireless products and base stations communicate. A soon to be released 1xRTT version, the LISA-C200, will allow operation on CDMA networks, the largest wireless footprint in North America.

"Our latest vehicle tracking platform is an ideal solution for Mobile Resource Management, vehicle tracking and many other location-aware applications. The platform capitalizes on u-blox' advanced 3G modem technology to give our customers cutting-edge wireless communication capabilities and features," said Dave Mleczko, President and COO of GenX Mobile, Inc. "Not only is our platform compatible with major 3G wireless carriers such as AT&T, u-blox' LISA form factor will allow us to create a single hardware design that supports all North American mobile operators such as AT&T (GSM, WCDMA) as well as Sprint and Verizon (CDMA)."

"We are extremely pleased to be the wireless modem provider to GenX. They are a technology leader in the fleet management business, and are well known for their cutting edge know-how and extensive intellectual property", said Nikolaos Papadopoulos, President of u-blox America. "GenX recognized our leading technology, making their decision for u-blox particularly satisfying for us."

GenX Mobile is first to market with a 3G vehicle tracking product line to meet the demands of the 2G to 3G transition promoted by AT&T. The solution allows customers to future proof their service offerings and stay competitive.

GenX Mobile 3G HSPA products are cost effective, yet robust wireless fleet tracking units designed for fleet managers and service providers. They include several new features and enhancements like high-speed internet tethering, an integrated auto-calibrating tri-axis accelerometer for driver safety and performance monitoring, Garmin FMI support including store and forward capability, interfaces for four single-wire peripherals like temperature sensors, and jButton for Driver ID.

In addition to 3G HSPA, GenX Mobile offers a product line that also supports GPRS and CDMA wireless carrier networks using the same basic hardware. More information about GenX Mobile can be found at: [www.genxmobile.com](http://www.genxmobile.com)



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### **About GenX Mobile**

GenX Mobile, Inc. is committed to providing fleet service companies with the most effective and up-to-date wireless data equipment to better manage their customers and business. GenX Mobile solutions are highly configurable and designed to service a wide variety of market and industry requirements. GenX Mobile solutions are ideal for Mobile Resource Management, vehicle tracking and many other location aware applications and services. GenX Mobile has authored more than a dozen patents in the wireless and GPS related areas. Many of these patents are currently utilized by major Mobile Resource Management (MRM) service companies. GenX Mobile intellectual property includes existing patents and pending patents covering the technology and business areas of GPS and wireless data communications

[www.genxmobile.com](http://www.genxmobile.com)

### **About u-blox**

u-blox is a leading fabless semiconductor provider of embedded positioning and wireless communication solutions for the consumer, industrial and automotive markets. Our solutions enable people, devices, vehicles and machines to locate their exact position and wirelessly communicate via voice, text or video. With a broad portfolio of GPS modules, chips, and software solutions together with wireless modules and solutions, u-blox is uniquely positioned to enable OEMs to develop innovative solutions quickly and cost-effectively. Headquartered in Switzerland and with global presence in Europe, Asia and the Americas, u-blox employs approximately 210 people. Founded in 1997, u-blox is listed on the SIX Swiss Exchange.

[www.u-blox.com](http://www.u-blox.com)

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