

Micronet Launches Game-Changing, MDT Platform for Advanced Mobile Resource Management Solutions

Azor, Israel, January 27, 2010 -- Micronet Ltd., a leading global OEM provider of Mobile Data Terminals (MDT) for next generation Mobile Resource Management solutions, today announced its new multi-functional, rugged, fixed/portable, CE500 MDT platform.

Based on a revolutionary, game-changing, modular design, CE500 series MDTs are configured with snap-on modules to meet almost any MRM fleet requirement and are easily re-configurable in the field to adapt to new or changing requirements. For example, the product supports two interchangeable displays of different sizes, 4.3" and 7", which are optionally installable as fixed devices or cradle-mounted with battery packs for portability.

In its base configuration, the CE500 is an intelligent, programmable terminal designed to expand the capabilities of existing commercial-grade communications devices with professional applications, such as: commercial navigation, two way messaging, driver logs, form-based reports and other advanced capabilities. Enhanced product configurations include multiple optional add-on modules, including GPS, GPRS modem, WiFi and Bluetooth, as well as camera, bar-code reader, and a host of wired communication options and interfaces to vehicle diagnostics, and sensor systems.

Built on Microsoft embedded WinCE 6.0 O/S, Micronet's provides a comprehensive Development Tool Kit and SDK that enable easy independent application development and integration. In addition, Micronet can significantly facilitate the development of services and applications for the CE500, by providing software Professional services for application design, programming and system integration tasks.

Mr. Moshe Sheps, Micronet's Executive Vice President - Americas, commented: "Micronet has prided itself of introducing devices that operate reliably and effectively for decades. The CE500 is a game-changer that stretches this capability, further protecting fleet owners' investments by enabling them to easily and inexpensively upgrade their vehicles' MDTs in the field or over the air to incorporate new features and evolve with the fast moving pace of enterprise mobility technology. Now, for the first time, the industry can benefit from a truly revolutionary, future-proof, product line that is also priced aggressively, to win!"

With about 250,000 Micronet MDTs deployed world-wide, Micronet's MDTs have become the industry's standard platform for reliable automotive-grade mobile data and Telematics applications, implemented over Cellular, Satellite and PMR networks. Micronet's MDTs are utilized today in long/short haul for trucking and distribution, passenger transportation and dispatching (buses, shuttles, taxis and rentals), utilities & municipalities, public safety (police, fire, ambulances), and technical field service operations.

For more information please visit www.micronet.co.il

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