

MEDIA ALERT

TechnoCom Speaks on Highway Safety at 1st European Security and Safety Summit

WHAT: TechnoCom's VP of marketing, Brian McNiff, will speak at the 1st European Security and Safety Summit on Wednesday, June 6 in Belgium. McNiff will participate in a panel session entitled, "Road Safety – Telematics and eCall," and his presentation will focus on technologies such as vehicle infrastructure integration (VII) and dedicated short range communications (DSRC).

According to e-Safety, there were more than 40,000 automobile accident related deaths in 2005 in the European Union. Additionally, there were more than 1.2 million people injured in automobile related accidents. McNiff will discuss the industry's move in using technology, such as VII and DSRC, to ultimately save people's lives.

Attendees to this session will learn about the industry's progress of VII technology, what this means for carriers and OEM's globally, how to implement GPS/LBS technology into networks, and how to partner and work with government agencies.

Other panelists include:

- Ari Vatanen, European Parliament
- Francesca Racioppi, World Health Organization
- Franck Batocchi, PSA Peugeot Citroen
- Violetta Raffay, Republic of Serbia
- Fiser Zlakto, Republic of Serbia
- Vanessa Witkowski, Cafebabel

WHO: TechnoCom offers a portfolio of advanced wireless location solutions and services for communication service providers, major system integrators, automotive manufacturers and government agencies. TechnoCom solutions analyze network and service performance from the customers' perspective, bridge the gap between location-based services infrastructure and applications and bring to market reliable, multiband wireless communications solutions for enhanced consumer safety and mobility. Founded in 1995, TechnoCom has been selected by Deloitte as one of the 50 fastest-growing technology companies in Los Angeles for the last four consecutive years. The company's customers include some of the world's largest wireless operators, systems integrators and automotive OEMs. For more information, visit www.technocom-wireless.com.

WHEN: Wednesday, June 6, 2007 at 16.00/18.00

WHERE: Parallel Session 4: Road Safety – Telematics and eCall
Room 1122
Brussels Heysel, Belgium

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