



FOR IMMEDIATE RELEASE

TechnoCom Partners with Sprint Extending their Reach in Location-Based Services (LBS)

ENCINO, CA – December 17, 2009 – TechnoCom Corporation™ (www.technocom-wireless.com) announced today their partnership with Sprint as a service enabler. This partnership allows Sprint to extend access of location based services (LBS) to more enterprises and serve new markets through [TechnoCom's Location Gateway™](#) service. The TechnoCom Location Gateway is uniquely positioned to deliver mobile location intelligent solutions to enhance enterprise call handling operations, while ensuring the appropriate location privacy permissioning safeguards are in place.

The TechnoCom Location Gateway builds upon TechnoCom's established and proven [wireless location technology solutions](#). The TechnoCom Location Gateway enables enterprises to leverage [location intelligence](#) on-demand for self-service IVR applications and live agent-assisted applications. Enterprises can leverage mobile location to gain operational efficiencies such as routing mobile callers to the appropriate store or agent based on their geographic location. Additionally, they may generate new revenue streams from value added services and avoid lost revenue by ensuring the caller is routed to the nearest store location. Mobile callers will benefit from better customer service.

“Our Sprint partnership enables TechnoCom to further demonstrate how wireless location solutions and services can be utilized in a multitude of ways. We're applying our knowledge and experience from E9-1-1 wireless location to deliver value-added location services to the enterprise market. Knowing the wireless caller's location helps enterprises optimize their business, improve efficiencies, and cut costs,” said Mario Proietti, CTO for TechnoCom.

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About TechnoCom

TechnoCom Corporation is a leading provider of products and services that enable companies to efficiently utilize optimize and manage location solutions. TechnoCom helps implement wireless location networks and services, reduce operating and capital costs, deliver superior levels of service, increase productivity and rapidly deploy new revenue-generating services. The company's location infrastructure products, LX Server® and LocationAssurance Manager® platforms allow efficient implementation of wireless location solutions and empower customers with continuous, automated oversight into location system performance. TechnoCom's location based services (LBS) offering, SpotOn GPS™, delivers mobile advertising, GPS-guided navigation and local search.

Founded in 1995 and privately held, TechnoCom has been selected by Deloitte as one of the 50 fastest-growing technology companies in Los Angeles for four consecutive years. TechnoCom's customers include AT&T, Cricket, Openwave, Sprint Nextel, TELUS, T-Mobile and Verizon Wireless. For more information about TechnoCom, please visit www.technocom-wireless.com. The SpotOn GPS website is at www.SpotOnGPS.com.

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LocationAssurance Manager, LocationAssurance Device and LX Server are registered trademarks and the TechnoCom logo, TechnoCom Corporation, SpotOn GPS and the SpotOn GPS logo are trademarks of TechnoCom Corporation.

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