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Go App-less with TechnoCom Location Platform

TechnoCom Extends Reach of Location-based Services with no Device Application Required

Encino, CA – September 23, 2010 – TechnoCom Corporation™ (www.technocom-wireless.com), a leading provider of [enterprise location solutions](#), provides businesses a new approach to offering [location-enabled services](#) to mobile users. The TechnoCom Location Platform™ enables enterprises with a turn-key cross-carrier, device-independent solution to deliver [location intelligence](#) to core and mission critical business applications.

The [enterprise location platform](#) opens up access to mobile users across virtually any mobile device, not only users of targeted smartphones. Enterprises now have the ability to locate callers for assistance services, gain insight into field activities, communicate with mobile resources and deliver geo-targeted brand-building campaigns. Location-enabling the enterprise provides new opportunities for increased revenue and reduced costs.

Knowing that nearly 70% of users have never downloaded an application, businesses need no longer struggle over whether to build the iPhone® or the DROID™ application first. There is no need to choose when you can target all device types through TechnoCom Location Platform's single unified application programming interface (API). In addition, most mobile applications are rarely used after just 30 days of being downloaded. With no application required, most users are now addressable.

"Enterprises now have the opportunity to embrace network-based location across all major carriers through a single access point," said CTO and co-founder of TechnoCom, Mario Proietti. "TechnoCom Location Platform enables enterprises to offer location-based services and messaging with extensive nationwide reach without the upfront and ongoing cost of handset application development."

The platform streamlines many of today's mobile business challenges by providing universal access to location, messaging and privacy controls and eliminating costly device-specific deployments, continuous updates and time-consuming maintenance. This provides unsurpassed time to market for service launch.

The platform's multi-modal location technology works when the user is on a call, the phone is idle or while engaged in any messaging or web activity. For example, in-call use provides hands-free access to [location-based services](#), a critical feature that encourages safety and legal compliance where texting is banned while driving in more than half of U.S. Enterprises can also gain on-demand access to location of mobile users whenever relevant for business applications and not just when the user is able to launch and use an application.

About TechnoCom

TechnoCom Corporation™ is a leading provider of products and services to enable wireless location solutions for enterprises, wireless carriers, and service providers. TechnoCom helps its customers efficiently implement, optimize and manage location solutions for E911 and commercial location-based services. TechnoCom Location Platform™ is a turn-key, enterprise location-based services platform that delivers operational efficiencies, cost savings and ubiquitous device access to location and messaging. The company's flagship Location eXchange Server™ and LocationAssurance Manager® platforms allow efficient implementation of wireless location solutions and continuous, automated oversight into location system performance.

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, Bell Mobility, Cricket, Cross Country Automotive Services, Openwave, Sprint Nextel, TELUS, T-Mobile, and Verizon Wireless. For more information about TechnoCom, please visit www.technocom-wireless.com.

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Media Contact:

Amy Hawkins
TechnoCom Corporation
+1 760.438.5115 x176
ahawkins@technocom-wireless.com