

Private Mobile Office - packaged solutions designed for sale and installation by channel

~ Innovative GSM offered as packaged solutions provides cost effective localised telephony solution ~

Comms Channel Expo, Hall 19, Birmingham NEC, UK, Stand Number C32 - 28th March 2007 – Private Mobile Networks Ltd, the UK provider of private GSM network technology, today announced the release of two standard packaged solutions for creating Private Mobile Office networks.

Private Mobile Office makes use of standard GSM mobile handsets to deliver effective mobile communication in 'island' environments. An 'island' can be defined as being geographically or logistically remote from any 'head office' or corporate communication infrastructure.

"In recent times, DECT solutions have been utilised in this type of operating scenario," said Lesley Hansen, Marketing Director for Private Mobile Networks Ltd. "Whilst this approach has its advantages, it also has some significant drawbacks, such as the cost and quality of requisite handsets and concerns over coverage and range. The PMO solution is designed to address these potential pitfalls," added Hansen.

These packaged solutions are designed for sale and installation by channel and consist of Base Transceiver Station, SIM cards and the complete Private Mobile Exchange. Inclusion of mobile handsets is optional, since the solution works with standard 2G mobile handsets – all pre-configured for ease of install and utilising the guard band spectrum license won by PMN parent company TeleWare plc in early 2006.

The PMO network has an effective range of 9000 square metres (subject to survey), and is designed for up to 250 users. It's envisaged that customers will be UK organisations with mobile workforces that need not necessarily be technologically minded. Clients with an 'island' requirement are likely to span the private and public sectors and could, for instance, include:

- Construction companies (e.g. Greenfield/Brownfield building sites)
- Remote (possibly temporary) offices buildings
- Defence industry (locations where no communications infrastructure exists)
- Leisure industry (e.g. cruise ships)
- Hotels/Hospitality (underground conference facilities with limited Macro GSM coverage, solutions for customer reward schemes)
- Retail (e.g. car supermarkets)

For the channel these packages provide

- Rapid to market using a pre-configured 'plug and play' solution in a range of standard user packages
- Clear market potential (100,000 UK businesses in the 51-250 employee bracket)
[Source: Telecomweb research August 2006]
- Extremely cost effective to end users, but attractive margins are retained at reseller level
- Opportunity for pull-through of other services



PRIVATE MOBILE NETWORKS

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- Unique offering in the marketplace - no real like-for-like competition (e.g. coverage up to twice that of DECT or WiFi system and requires 50% less access points)
- Utilises legacy customer PBX / existing mobile handsets and so minimises objections on ROI grounds

For further information on the PMN Private Mobile Office solution, visit us on stand C32 at Comms Channel Expo on 28-29th March at Hall 19, NEC, Birmingham.

About Private Mobile Networks Ltd

Private Mobile Networks Ltd provides private cellular network solutions for enterprise and service provider customers. Private Mobile Networks Ltd provides business users with the ability to add existing mobile telephones to a corporate voice network irrespective of PBX type. The mobile phone becomes an extension to the company PBX.

Private mobile networks enable private, wide area GSM networks that function within a fixed/mobile convergence environment and use the net for toll bypass. This is achieved by replicating a cellular network in software and interoperating with IP/SIP devices and applications. IP PBXs are the software equivalent to a digital PBX. PMN is the cellular equivalent.

For further information visit www.privatemobileoffice.com

Press Enquiries, please contact:

Lesley Hansen, Marketing Director
Telephone: +44 (0) 1845 521102
E-mail: lesley.hansen@privatemobilenetworks.com

OR

Anne Harding, The Message Machine
Telephone: +44 (0) 1895 631448
E-mail: anne@themessagemachine.com