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## **PSINAPTIC INC. AND A MAJOR AUTOMOTIVE TIER ONE SUPPLIER COLLABORATE TO INTEGRATE MOBILE DEVICES WITH CAR RADIOS**

CALGARY, AB. PsiNaptic Inc. (TSX-VN: PST), advises that it has completed a proof of concept with an automotive Tier One supplier, a world leader in mobile electronics and transportation components and systems technology.

Using PsiNaptic software, the Tier One automotive supplier and PsiNaptic collaborated on a demonstration which shows a mobile phone with MP3 songs coming into proximity of a commercially available car radio. The car radio discovers the MP3 songs on the phone; the driver is able to select, manage and control the songs on the mobile phone using the car radio display and controls.

"Our successful work with this major Tier One supplier is another important milestone for PsiNaptic," says Judith Arato, Director of Market Development. "The automotive industry is a significant market for PsiNaptic, with 7.6 million cars sold in the US alone in 2005".

Tier One suppliers and car manufactures are looking for innovative solutions to future proof vehicle platforms, preparing for the next generation of vehicle buyers and autonomous device integration into the vehicle.

Consumers are using mobile devices for communication, games, navigation, music, video, payment, medical records and home applications and bringing these devices into the vehicle. They want their devices to be portable, personalized and be able to connect seamlessly with different environments, when and where they choose to.

The problem with connecting devices in the vehicle is that every time the consumer buys a new device, they also need to buy a proprietary solution or product specific cradle, cable or connector for the vehicle, and know how to configure, install and update. With at least a 10 year gap in life cycles between a vehicle and consumer electronic devices, vehicle makers are realizing the cost and impracticality of embedding consumer electronic device functionality into the vehicle. CD, DVD, MP3 players and navigation systems are simply changing too quickly for these technologies to be built into the vehicle.

With driver safety as a priority, the Tier One supplier wanted to demonstrate:

- How a mobile device can be brought into the vehicle and work seamlessly with the displays and controls of the vehicle car radio.
- How to achieve harmonious/consistent integration with User Interfaces.
- How to manage connectivity of multiple devices, such as:
  - Navigation on PDA
  - Incoming cellular call
  - MP3 player

PsiNaptic software can discover any application, driver or "service" and move Java byte code between devices. What this means is that any mobile phone, MP3 player or PDA can enter into a vehicle and "discover" the vehicles audio system without ever having "seen" it before and dynamically utilize the vehicles audio system; or any mobile phone can enter into the vehicle and use a hands free system... or a

Personal Navigation Device can enter into the vehicle and use the vehicle display for navigational information.

The key benefit of PsiNaptic software for Tier One suppliers and vehicle makers is future proofing vehicle platforms, displacing the need for device specific hardware solutions or having to pre-install make, model, and revision level specific software on both the device and the vehicle.

With the successful completion of this work, PsiNaptic intends to capitalize on its success and promote their technology with other vehicle makers and Tier One suppliers looking for innovative solutions, based on open standards, for autonomous device integration.

### **About PsiNaptic Inc.**

PsiNaptic is a technology company that develops and markets software based on open standards, to connect small, low-power wired or wireless devices without human intervention, configuration or set up.

PsiNaptic software uses the Java concept of “write once, run anywhere” and code mobility to deliver application code to devices when and where the code is required. This approach to device interaction eliminates the need for both devices to have pre-installed application specific software, drivers or graphical user interfaces. Resource constrained devices, such as mobile phones, music or game players, appliances etc. can execute an infinite number of applications.

PsiNaptic solutions operate on multiple platforms, across various networks including Bluetooth and WiFi.

PsiNaptic Inc.

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