



## **POLARIS WIRELESS ANNOUNCES NEW CARRIER CUSTOMERS**

*High Accuracy, Cost Effective Location Solution Improves  
Emergency Response and Location-Based Services (LBS) Applications*

**SANTA CLARA, Calif. June 18, 2008** – Polaris Wireless, the leader in high accuracy, software-based location systems, today announced that Union Telephone, Cellular One of N.E. Arizona, and SimmetryPCS have deployed Polaris Wireless’ Wireless Location Signatures (WLS) technology to meet the Federal Communications Commission’s E911 Phase II compliance requirements. Polaris Wireless’ solution is now deployed across 39 out of the 50 United States and by top tier wireless service providers including the U.S.’s largest GSM operator and T-Mobile USA.

“Our customers expect fast, accurate emergency response,” said Craig Freeman, General Manager of SimmetryPCS. “After extensive research, SimmetryPCS chose the Polaris Wireless WLS software-based solution network over other hardware based solutions because it provided the industry’s highest location accuracy with the greatest reliability and at lowest cost of ownership for our GSM network.”

“After researching other Phase II E911 providers, Cellular One of NE AZ chose Polaris Wireless due to its commitment to carriers to provide a state of the art product,” said Carl Wibel at Cellular One of NE AZ. Our valued partnership with Polaris has been positive since our initial contact and continues with our Phase II solution. This commitment will provide our rural customers with the accuracy and quick response they require for E911 services.”

“The good news for carriers implementing Phase II E911 solutions is that the billions of dollars required to implement these emergency services can be leveraged by U.S. carriers to produce commercial LBS,” said Brent Iadarola, Research Director, Mobile & Wireless Communications Practice, *Frost & Sullivan*. “LBS promises a lucrative revenue stream and presents carriers with a way to differentiate services in an increasingly competitive mobile environment.”

Wireless carriers need a high accuracy, cost effective location solution to meet the E911 Phase II accuracy requirements. Polaris Wireless’ software-only solution enables carriers to quickly deploy a high accuracy location technology using existing handsets and network infrastructure. Polaris Wireless’ solutions are highly fault tolerant and can be configured for full redundancy to achieve 99.999% availability. Polaris Wireless can determine location for every voice call placed on GSM and UMTS networks, with high accuracy. Polaris Wireless’ solution also enables the deployment of high-revenue, high

accuracy Location-Based-Services such as Fleet and Workforce Management, Friend/Family Finder, Personal Security, and Mobile Local Search.

“Polaris Wireless’ carrier grade solution meets the FCC’s stringent accuracy requirements while providing a cost effective solution for carriers that are rolling out new location-based services that have higher accuracy requirements,” said Manlio Allegra, CEO of Polaris Wireless. “Our solution provides the industry’s highest level of accuracy for calls placed in high call volume areas such as urban and indoor environments, making it an ideal solution to close the location accuracy gap in these areas.”

For more information on E911 & LBS: Addressing the New Location Accuracy Gap a whitepaper authored by Frost & Sullivan is available on [www.polariswireless.com](http://www.polariswireless.com).

### **About Polaris Wireless**

Polaris Wireless is committed to simplifying and improving the process of location of mobile phones for carriers around the globe by serving as the price/performance leader delivering accurate, reliable and flexible products to support a variety of applications.

Since 2003 Polaris has been successfully deploying the only software-based location system that meets FCC E911 Phase II requirements. Polaris is backed by venture capital funds Draper Fisher Jurvetson, Draper Richards and Centre Palisades Ventures. For more information about Polaris Wireless please visit <http://www.polariswireless.com>.

Polaris Wireless Location Signatures™ is a registered trademark of Polaris Wireless. Polaris WLS™ is a trademark of Polaris Wireless.

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