



PRESS RELEASE

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connectBlue Expands With New German Subsidiary

connectBlue, the market leader in wireless automation, continues to expand by establishing a subsidiary in Munich, Germany. Besides supporting the strong distribution network, connectBlue can now offer local support for the vested customer base in industrial, medical and instrumentation segments as well as better serve the needs of new customers.

Expansions are not the trend in the weakened global economy. However, contrary to many other companies, connectBlue is experiencing growth and continues to uphold its market leading position in the industrial wireless business segment. With the new German office, connectBlue aims to strengthen the sales capacity and get closer to existing and potential customers offering them better customer service. In addition to Germany, the new office will handle Austria, the Benelux countries, Poland, Czech Republic, Hungary, Slovakia, Romania and Bulgaria.

"We are establishing a subsidiary in a perfect location in the Munich region placing us strategically among several of the fastest growing wireless markets in Europe" said Rolf Nilsson, President of connectBlue. "Further, the German market alone is one of the most promising wireless markets in this area and, at the same time, Munich is one of its most important technology centers."

Heading up connectBlue GmbH will be Leo Nieminen who has more than 20 years of experience in industrial and electronic businesses in positions ranging from support to engineering to sales. Throughout this wide career, Leo Nieminen's core has been on demanding applications and close customer relations.

"The importance of customer care and local presence cannot be stressed enough" said Leo Nieminen. "From Pfaffenhofen, just north of Munich, we can pursue new opportunities in Central Europe in a more direct and efficient manner. Our establishment in this region is a direct consequence and indication of the current ongoing growth of our installed base here."

connectBlue has continued to expand aggressively since its conception in 2000. Not only has the product range expanded to include an unprecedented complete offering within wireless technologies Bluetooth, Wireless LAN and IEEE 802.15.4 / ZigBee, but connectBlue has also continued to grow in number of employees, subsidiaries, key

partnerships and market leading customers. connectBlue customers include well-renowned ABB, Atlas Copco, Beck-IPC, BMW, Daimler, Emerson, GE-Medical, HMS, IXXAT, KEBA, Leica, Phoenix Contact, Schiedknecht, Schiller Medical, Schneider Electric, Siemens Traffic, Stryker Endoscopy, Trimble and Volkswagen.

Caption

"With the continuous rapid growth of new wireless applications and more requirements placed on speed and data capacity, the future market of wireless products looks very promising. And connectBlue is right in the middle of it" said Leo Nieminen, head of the new connectBlue subsidiary in Germany.



About connectBlue

connectBlue™ is a leading provider of wireless solutions for demanding applications in hygiene, rough environment, mobility, control, personal safety and security areas. Based on Bluetooth technology, Wireless LAN and IEEE 802.15.4 / ZigBee, connectBlue provides ready-to-use products and modules as well as custom design solutions in both hardware and software. connectBlue was founded in 2000 and has offices in Malmö (Sweden), Chicago (USA) and Pfaffenhofen/Munich (Germany). For more information, please visit www.connectblue.com.

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