CPS and Eclip Target Booming Malaysian Market With New Matrix-Driven Location Based Services

Kuala Lumpur, Malaysia and Cambridge, UK, 10 March 2005) CPS (Cambridge Positioning Systems Ltd) is to partner mobile value added service provider eClip Wireless Portal in launching new enterprise-focused high accuracy location based services for the vibrant Malaysian mobile market, it was announced today.

The two companies will target corporate users with a range of telematics and asset tracking services based on CPS's Matrix location technology. eClip, which is based in Kuala Lumpur, already offers a range of mobile data services in Malaysia and is looking to expand into other parts of the region.

eClip believes strongly in the CPS Matrix LBS Solution, which includes client and server software, offers sub-100m accuracy in all environments, rapid location fixes and low deployments costs - key factors that attracted eClip.

eClip CEO, Dato' M. Redzuan Kushairi said that in the last two years there has been a very encouraging growth in the mobile data services market in Malaysia and there is a strong demand for location based services.

He said: "We know that we must offer a wider range of LBS applications - based on higher accuracy - to meet end user needs and build confidence in our ability to deliver quality and dependable LBS services. Matrix offers us that opportunity - it combines low cost, ease of deployment, scalability and reliability - and we are very excited about its potential to help drive new service offerings and make LBS a success in Malaysia"

CPS CEO Chris Wade said: "eClip came to us because of the potential of the LBS market in Malaysia, but hampered by the limitations of Cell-ID technology. They want a solution that delivers reliable, repeatable high accuracy everywhere - it's what their customers expect of a location technology.

"eClip is already well established - and well-connected - in the Malaysian mobile market which is experiencing a boom in subscriber numbers and demand for innovative new mobile data services. Through our work to date with them, we believe there are real shared goals in bringing a new generation of location-based offerings to this exciting new market."

About CPS:
CPS (Cambridge Positioning Systems Limited) delivers cost competitive high accuracy mobile location technology to the billion-strong customer GSM and emerging 3G/WCDMA markets. CPS's products are based on its software-only Matrix technology - which delivers sub-100m accuracy, sub-3 seconds location fixes and all environment coverage. The product portfolio extends to Matrix 3G and E-GPS - a powerful combination of Matrix and GPS technology.

With network deployments of Matrix underway, CPS is working with the world's leading mobile technology companies - including HP, Nokia, LogicaCMG, Andrew, ZTE and TTPCom - to enable a new generation of high accuracy location based services and devices for enterprise and consumer markets. Headquartered in Cambridge (UK), CPS is funded by venture capital and strategic corporate investors. CPS's value is underpinned by 20 key worldwide technology patent families - one of the largest and most comprehensive IPR portfolios of high accuracy location technology in the world.

www.cpslocates.com

About eClip:
eClip Wireless Portal Sdn Bhd, established in year 2003, focuses on Mobile Data Business targeting clients of Mobile Network Operators. eClip Wireless Portal is an Application Service Provider (ASP) for Mobile Data Services. It also provides common management and mobile application execution environment for various kinds of mobile data and application.

It has developed its own monitoring and reporting system which allows Mobile Operators access for their own monitoring purposes on downloads involving their networks. eClip provides a variety of Mobile Data Contents and Services which includes music, Ring Back Tones, Java games, AVATAR, Location Based Services, Mobile Commerce, Mobile Stock Trading, Mobile Banking, Mobile Community Services, etc. eClip's multi-media entertainment and games data contents are branded as MATE (http://www.MATE.com.my).