

Mobile and Wireless Group launches the Atom V
Singapore based start-up makes its mark on the global map
with its first handset featuring inbuilt GPS

Singapore, 26 February 2008 – Mobile and Wireless Group (MWg) today announced the availability of the Atom V. The handset with inbuilt GPS, exclusively designed for MWg, will be available at authorised retailers in Singapore in the first week of March 2008.

MWg's Atom V is the ideal partner for navigating the city streets. The Atom V's inbuilt SiRF Star-III GPS chipset is every urban explorer's trusty companion, ensuring that users always find their way to their next destination.

With Atom V's host of connectivity options, users are always only a call or email away, no matter how far away from home. The high speed 3.5G HSDPA and onboard Wi-Fi lets users stay connected, available and ready anytime, anywhere.

The handset features a slim profile of 14.95mm and is bathed in a midnight blue hue. The exclusive design features a 2.8" LCD screen that extends throughout the front face of the device. This touch screen surface combined with the scroll wheel and four buttons strike a perfect balance of form and function.

When it comes to speed, the Atom V features an Intel processor running Microsoft® Windows Mobile 6 Professional® at a zippy 520 Mhz. The speedy CPU provides a responsive and intuitive user experience without being a drain on power resources. This ensures up to 3.5 hours talk time, or 150 hours standby time, depending on usage.

Rounding off MWg's maiden product is a host of features such as a 2.0 mega-pixel camera with auto focus and FM radio with RDS (Radio Data System) that provides data on the station, the current track on air from a station and even traffic alerts.

"We see ourselves in a unique position of having inherited the premium heritage of a global brand and the agility and flexibility of a start-up." said Mark Billington, CEO of MWg.



“As a start-up, we naturally work with like-minded and innovative partners to offer an engaging experience for our customers. Our devices are designed to complement the consumers’ lifestyle needs.”

MWg is a Singapore-based start-up, formed by the former management of O2 Asia, which develops and markets premium converged devices for a global market. Since its formation in November 2007, the company consolidated its presence in Asia with offices in Singapore, Hong Kong, Thailand, and the Middle East, it has also expanded into UK and USA. Through an investment by London-listed online retailer eXpansys, MWg will also expand its retail channels to cover the online demand for its products.

Atom V is the first product to be launched in Asia under MWg and the third product to be launched in the US and the EU (after Atom Life and Ubiquio 503g). A further three to six products are planned in 2008 including the Zinc II to be launched in Q2.

The Atom V will retail at SG\$998 inclusive of GST and a 12 month local warranty.

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About MWg

Mobile & Wireless Group (MWg) is a Singapore based start-up company established to develop and market premium, converged mobile devices. Founded by the team responsible for O2’s groundbreaking range of PDA-phones, MWg will meet growing global customer demand for customized devices with an emphasis on design, technology, reliability and service.

Press Contacts

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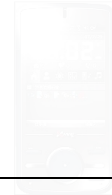
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Atom V Specifications

Software:

- Microsoft® Windows Mobile 6 Professional®

Processor type:

- Intel XScale® PXA 270 Processor at 520 MHz

Navigation:

- SiRF Star-III GPS chipset

Dimensions:

- 116(L) x 59(W) x 14.95(D) mm

Display:

- 2.8" 265K QVGA TFT LCD (Touch screen)

Memory:

Flash ROM 256MB, RAM 64MB

Talk time/battery life:

- Up to 3.5 hours talk time, up to 150 hours standby time (subject to usage)

Connectivity:

- UMTS 2100, GSM Quad-band (850,900,1800,1900)
- HSDPA 3.6 Mbps, WLAN (802.11 b/g) and Bluetooth v 2.0

Additional features:

- 2MP camera (rear)
- FM radio with RDS
- Dimension: 116 x 59 x 14.95 mm