

Cellon Offers Device Management Features in Mobile Phone Designs using Bitfone Software

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LAGUNA NIGUEL, Calif., July 26, 2005 - Bitfone Corporation (www.bitfone.com), the pioneer and patent holder of firmware over-the-air (FOTA) update technology for mobile phones, today announced that Cellon International, a leading provider of end-to-end design and systems integration services for the wireless handset industry, is using Bitfone's full device management client suite to incorporate device management capabilities into their mobile phone designs.

Cellon will embed Bitfone's SmartCare client for over-the-air device profiling, configuration and diagnostics, Bitfone's OMA-DM client, called MVA, for managing device interaction using industry standard protocols, and Bitfone's mProve client for firmware and file-system update, also known as FOTA. After evaluating several device management vendors, Cellon chose Bitfone based on easy device integration, superior product performance, and excellent local support from Bitfone's Beijing Development Center.

"Accelerating time to market is one of our key advantages, so the handset integration experience was an important measure in selecting a device management vendor," said Bob Li, Executive Vice President of Cellon. "Bitfone's products proved to be quick to integrate while still full-featured to support our customers' device management needs now and in the future."

"Cellon supplies the handset designs for some of the most recognizable brands in the industry, such as Philips, Siemens, Haier and Konka, and we are thrilled that they have chosen Bitfone as their provider for device management software components," said Frank Fu, vice president of Bitfone Asia-Pacific. "In addition to improving device usability for subscribers, these embedded technologies will open up new revenue opportunities for carriers. Mobile device management also offers a strong value proposition for improving device quality and flexibility while reducing support costs, which is a perfect complement to Cellon's business objectives."

About Cellon

Cellon International is a leading independent design center for wireless terminals and modules. The Company provides complete module, platform and terminal-ready production solutions for top-tier handset OEMs and private label distributors worldwide. Cellon has more than 800 employees worldwide and operations in the United States, China and France. In addition, the company has built strategic relationships with leading technology players and third-party software developers. Over 20 million wireless handsets that are in use today are powered by Cellon technology.

About Bitfone Corporation

Bitfone Corporation is the pioneer and patent holder of firmware over-the-air (FOTA) upgrade technology for mobile phones, used by the largest device and chipset manufacturers in the world, including LGE, Motorola, QUALCOMM, Sony Ericsson, TCL and UTStarcom. Bitfone's mProve, MVP and SmartCare solutions allow wireless network operators to diagnose, service and enhance mobile devices while in the subscribers' hands. Bitfone's customers gain business agility, operational efficiency, and control over device launches and maintenance, resulting in dramatic cost savings, new revenue opportunities and increased subscriber satisfaction. Bitfone is a private company headquartered in Laguna Niguel, California, with offices in Canada, China, Japan, Korea, and the U.K. For more information, visit www.bitfone.com.