

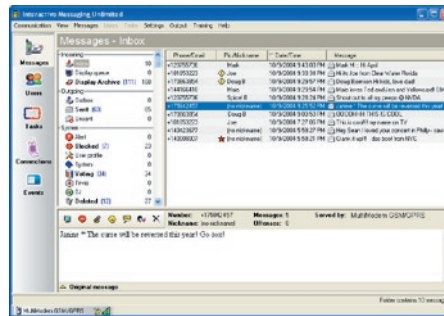
Pangolin

Exciting New Uses for SMS at Meetings and Events

The Wireless Connection

Nearly every visitor to a trade show, exhibition, museum or special event carries a device that enables interactive participation: a mobile phone. By learning about new uses for SMS, exhibit designers can offer innovative ways to boost audience interest and participation.

What makes this possible is Interactive Messaging Unlimited (IMU), a new program from Pangolin, along with Multi-Tech's MultiModem® GPRS and MultiModem® CDMA wireless modem solutions. IMU turns any Windows-based PC into an SMS control center. The IMU software receives incoming SMS text messages from cell phones, via a Multi-Tech wireless modem, processes them, and then displays them in public – using video and TV, web pages, or even laser light. IMU also has easy-to-use features that allow graphics, such as logos animation or live video, to be displayed with the participants' messages. The possibilities for IMU displays are limited only by one's imagination.

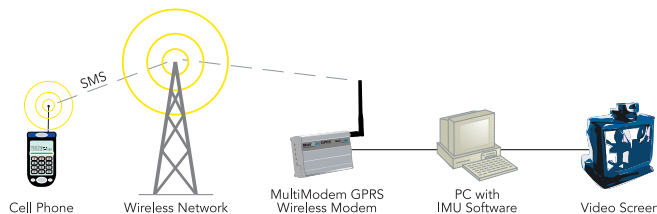


For example, trade show attendees can send text messages to wall-sized displays created by video projectors, LED scrolling signs, or even laser projectors. During a booth demonstration, viewers can send questions, vote in real-time polls and ask for additional information – all by SMS text messaging. Since IMU stores phone numbers from incoming messages, it can be used to automatically send updates or event reminders to convention-goers' mobile phones. In a technology museum, people in different galleries can participate in a building-wide chat session that also demonstrates various aspects of computer-aided communication.



The Multi-Tech Solution

"IMU, along with the MultiModem GPRS wireless modem, has proven its value at a number of recent high profile conventions and events," said Pangolin president William R. Benner Jr. "We are exceptionally pleased with Multi-Tech's reliability, durability and performance. And, when needed, we can quickly and easily gain direct access to the people we need to work with within the Multi-Tech organization. I can safely say that Multi-Tech's service and support is superior to other wireless vendors with whom we have worked."



Pangolin, a world leader in laser and SMS technology, has developed a ground-breaking application for SMS text messaging, expanding SMS from a phone-to-phone activity, into an exciting means for interactive group participation at conferences, trade events, parties and Television. Pangolin's Interactive Messaging Unlimited (IMU) is an easy-to-use Windows software program that installs on a computer. SMS text messages from cell phones come into the computer via a Multi-Tech MultiModem GPRS or MultiModem CDMA wireless modem allowing interactive viewer participation. Pangolin's IMU lets anyone with a mobile phone send messages that can be displayed over video, including large projection screens, on television, or even on web pages.

As the world leader in software for laser display, Pangolin has won numerous international awards for technical excellence, performance and innovation. The 19-year old company initially developed IMU for laser applications, and then broadened its usefulness by enabling output over mainstream video devices.

“ With Multi-Tech, we now have the ability to offer GPRS or CDMA wireless connectivity worldwide. ”

- William R. Benner Jr., President, Pangolin



Implementation

IMU is perfect for any business activity where you want to get your customers involved with each other and with your company. For both audiences and marketers, IMU and Multi-Tech wireless modems bring new ways to communicate with today's texting generation. IMU is currently in use in the U.S. and Europe in stadiums, festivals, trade shows, discos and nightclubs, and to support major musical talent such as the MTV Viewer's Choice Award-winning band Yellowcard.

The Results

Because of Multi-Tech's broad wireless product offering, Pangolin recently standardized on Multi-Tech wireless modems. "We had difficulty finding a CDMA wireless modem manufacturer," explains Benner. "With Multi-Tech, we now have the ability to offer GPRS or CDMA wireless connectivity worldwide."

MultiModem® GPRS

- GPRS Class 10
- Dual-band 850/1900 or 900/1800 MHz GSM/GPRS
- Packet-switched data rates up to 85.6K bps
- RS-232, USB, Bluetooth® and Ethernet interfaces
- Desktop or panel mounting
- Carrier approved



MultiModem® CDMA

- CDMA2000 1xRTT
- Dual-band 800/1900 MHz CDMA
- Packet-switched data rates up to 153.6K bps
- RS-232, USB, Bluetooth® and Ethernet interfaces
- Desktop or panel mounting
- Carrier approved



About Pangolin, Pangolin is the world leader in laser display systems. Over 80% of professional laser shows, worldwide, use Pangolin's Lasershow Designer series products which have won more technical and artistic international awards than all other laser display systems combined.



Pangolin's IMU system for SMS texting was first implemented for laser projectors. It was later expanded to handle video. A single IMU video screen can have various windows with live or recorded video, SMS text messages, SMS voting polls, scrolling text, advertising, and graphics.

For more information contact:

Pangolin
Telephone: 407-299-2088
FAX: 407-299-6066 or
E-mail: info@pangolinSMS.com
Web: www.pangolinSMS.com

About Multi-Tech

Multi-Tech Systems is an ISO 9001:2000 certified global manufacturer of award-winning telephony, Internet, remote access, and device networking products that connect voice and data over IP networks. With a long history inventing products known for their reliability and performance, Multi-Tech still employs the same mission from which the company was founded: to provide quality solutions that solve real business problems.