



Rosum Corporation Bolsters Intellectual Property Portfolio Through Key TV-GPS Patent

- Strengthens IP Position Underlying Reliable, Accurate Indoor/Outdoor Location Technology

Redwood City, Calif. – October 6, 2004 – Rosum Corporation announced today that it has been awarded another key patent behind its powerful TV-GPS hybrid positioning technology, used to find mobile devices in indoor and outdoor locations where traditional positioning systems fail. Rosum is the first company to use terrestrial TV signals for position location of mobile devices, and the first to combine terrestrial TV signals with GPS signals for this purpose. Terrestrial TV signals are high power and wide bandwidth, making them ideal for use in position location in metropolitan areas. Rosum’s founding and advisory team includes the original architects of the GPS constellation.

Rosum announced that the U.S. Patent and Trademark Office (USPTO) had awarded the company its fifth patent, “Time Gated Delay Lock Loop Tracking of Digital Television Signals”, patent number 6,753,812. This patent covers an optimized method of locating the necessary segment within the ATSC digital TV frame structure. By intelligently looking for only the necessary segment, the Rosum solution reduces the solution’s duty factor, enabling longer battery life for tuner-enabled mobile devices. Combined with the megawatt-level signals and wide bandwidth that TV signals already provide to indoor receivers, this method further accelerates time-to-fix, and reduces power consumption in Rosum-enabled devices.

Skip Speaks, CEO of Rosum, commented, “Our engineers have developed a powerful solution allowing accurate positioning indoors where GPS positioning fails. This latest patent further validates the uniqueness of our technology and will create additional value for our shareholders.”

Other key issued patents to date include “Position Location Using Broadcast Analog Television Signals” and “Position Location Using Broadcast Television Signals and Mobile Telephone Signals.” All told, the USPTO has issued five fundamental patents of the Rosum solution, with four more allowed, and over 50 additional applications filed. This provides Rosum’s unique TV-GPS hybrid positioning system with global patent protection.

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About Rosum: Rosum is the first company to use terrestrial TV signals for the purpose of positioning mobile devices, and the first to develop a joint TV-GPS-based positioning solution for true universal coverage. The Rosum solution is uniquely suited to tracking of mobile devices in urban areas and indoors, where GPS and assisted GPS solutions tend to fail. In exclusively indoor and urban-area testing, the Rosum solution meets the FCC’s E911 accuracy requirements for handset-based positioning systems. Rosum’s leadership is composed of industry leaders from the GPS, cellular and television worlds, and the company is venture-backed by leading investors including Charles River Ventures, Allegis Capital, Motorola Inc., KTB Ventures, and Steamboat Ventures. Partners include Trimble Navigation, the leading GPS company, and In-Q-Tel, the CIA’s venture investment arm. More information is available at www.rosum.com.



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