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## Rosum Corporation Selected As World Economic Forum 2006 Technology Pioneer

**Mountain View, CA – December 5, 2005 --** Rosum Corporation, a leading location-technology company, today announced its selection as a 2006 Technology Pioneer by the World Economic Forum. Technology Pioneers are companies that have been identified as developing and implementing innovative technologies with transformational societal and economic impact. Rosum is one of 36 companies across the globe selected for this prestigious honor.

“The creative innovations produced by our Technology Pioneers hold the promise of significantly affecting the way business and society operate”, said Peter Torrelee, Managing Director of the World Economic Forum. “As a global knowledge hub, we see the Technology Pioneer community as key contributors to this dialogue and to the mission of the World Economic Forum.”

“We are honored to be recognized as a Technology Pioneer by the World Economic Forum,” said Skip Speaks, CEO of Rosum Corporation. “This selection validates the potential impact of our pioneering technology. Rosum’s technology will help our customers serve the public good, first in the public safety realm, such as by facilitating the work of first responders and tracking high-value or high-risk assets in urban and indoor environs where cost-effective and reliable tracking has not been feasible to date. On a larger scale, the Global Positioning System’s vulnerabilities to both natural and man-made interference are well-established. Our technology augments the GPS in areas where its performance is challenged.”

Each year, members, constituents and collaborators of the World Economic Forum nominate Technology Pioneers. Selection criteria include:

- **Innovation.** The technology must be innovative, not more than two years old, and the company should invest significantly in R&D.
- **Potential Impact.** The technology must have the potential to have a substantial long-term impact on business and society in the future.



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- **Growth and Sustainability.** The company should have all the signs of a long-term market leader and should have well-formulated plans for future development and growth.
  - **Proof of Concept.** The company must have a product on the market or have proven practical applications of the technology. Companies in “stealth” mode and companies with untested ideas or models will not qualify.
  - **Leadership.** The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.

### **About World Economic Forum**

The World Economic Forum ([www.weforum.org](http://www.weforum.org)), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

### **About Rosum**

Rosum is the first and only company to use unmodified broadcast TV signals for position location of mobile assets. The Rosum solution is uniquely suited to tracking of mobile devices in urban areas and indoors, where GPS and assisted GPS solutions often fail. 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, and Motorola Inc. Partners include Trimble Navigation, the leading GPS company, and In-Q-Tel, the CIA's venture investment arm. Rosum's founding team includes the original architects of the GPS constellation. More information is available at [www.rosum.com](http://www.rosum.com).

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