

# Mobile Technology



**VOXSON**<sup>®</sup>  
powering mobile evolution

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This is more than a positioning statement – it is our guiding principle. It grew from a vision of Voxson mobile engine modules in every new wireless mobile communications device. Our focus is disciplined and precise. Everything we do is about taking mobile communications a step beyond what is possible today.

## It's all about power.

We offer power efficiency in our modules that are smaller and smarter, the power of choice inherent in our design flexibility, and the power to seamlessly integrate your applications so customisation is easy.

## What does it mean for you as a customer of Voxson?

- It means freedom to focus on your users and customers not the technology that helps them communicate
- It means access to relevant technology. The standard is Class 12 GPRS which we have delivered and we are working on the next evolution of the standard
- It means a flexible approach to technology because we work with the best in class providers to ensure the functional components of our wireless mobile engine modules are the best available
- It means transparent deployment - the use of leading Application Programming Interfaces significantly reduces the complexity of incorporating our mobile wireless engine modules into your applications or devices
- It means a global view - while we are an Australian company, we understand the importance of being close to our partners and customers. We have established local sales and technical representation in our key markets so we are always close by to advise and support your business.
- It means a focus on mobile communication platforms. We have a sharp and unwavering view that our core business is providing mobile wireless engine modules for the mobile world.

**There's a new driver powering the mobile technology curve.**

## V-Power

Energise your wireless mobile applications and devices by including Voxson's range of V-Power engine

modules as your next mobile communications technology.

Not only will V-Power propel you to the front of your competition, it also provides your product with a strong platform for achieving true differentiation.

V-Power can be easily adapted into your application or device by accessing our suite of leading Application Programming Interfaces.

When the V-Power range was conceived, six key principles were focused on by our design team:

- Achieve ultra small form factor
- Be economic with the use of available battery power
- Maximise the data through-put rates
- Be highly functional yet very flexible
- Offer outstanding operational quality
- Deliver dramatic time-to-market advantages

And the outcome - a product that sets a new standard in performance.

In a world where small is beautiful, the V-Power wireless mobile engine modules are small, measuring only 37mm \* 32.5mm \* 5.2mm and weighing in at a mere 15 grams. We can deliver the V-Power in multiple tri-band configurations to extend your device or application to a broader set of markets. We offer outstanding standby time that means your applications and devices need to be recharged less often. Our engine modules are able to support leading radio, baseband, colour LCD and polyphonic sound technologies delivering you the best in class technological performance in the mobile handset market.

And the great thing about the V-Power range is that it is suitable for mobile devices that operate in GSM, GPRS or EDGE networks.

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## V-Point

Our joint development with Trimble represents a breakthrough in mobile wireless technology integration. V-Point will merge Voxson's outstanding V-Power range with Trimble's excellent GPS (Global Positioning) technology to deliver a wireless engine module that offers significant benefit to application and device developers.



And all this additional power will be added into the existing V-Power product without sacrificing form or functionality.

With most European governments planning to introduce GPS based road tolling schemes that incorporate data downloads and pay by the kilometre tariffing, the need for accurate tracking of transport services will increase many-fold.

Transport companies will be able to utilise the capability of the V-Point engine module to develop route optimising software thus minimise the expense of road tariffs.

Companies concerned with vehicle security, asset tracking, remote monitoring and management of automobile electronics now have a single platform that truly extracts powers from mobile networks. With GSM based networks offering the most extensive coverage of any wireless air interface, the V-Point products will offer a telematics and asset track and trace capability second to none.

The V-Point will finally deliver on the promise of location based services. These services require a very accurate indication of where the customer is located; V-Point provides this answer. Application developers will finally be able to realise many of the benefits promised by the advent of the mobile internet in recent years.

The V-Point products are suitable for PDAs, Pocket PCs, mobile phones and other specialist wireless devices designed to specifically deal with asset management, vehicle tracking and telematics.

## V-Build

Voxson's powerful PC based software tool V-Build is a mobile application builder used for customising the look, sound and feel of low, mid and high end mobile phones. V-Build contains multiple "builders" which act as tools to change hardware configurations, font tables, images, screen layouts, menu structures, and sounds. In addition V-Build is able to simulate the application as well as generate source listings for inclusion in Voxson's Application Processing Interfaces. Voxson can either perform the configuration activities on your behalf or license the V-Build platform so customers can perform the customisation activities in their own right.

## V-Magic

V-Magic is the Voxson professional service arm, and was created to ensure all your wireless mobile

technology applications concerns are addressed by the relevant specialist team.

### Our services include:

#### Consultancy Services

Voxson's in-house research and development team has a broad skill set including specialists in RF, audio, baseband and production systems. These skills are utilised by our mobile engine customers to deliver powerful devices and applications.

Voxson can offer customers a broad range of consultancy services, stretching from integration support and regular design reviews to complete turn-key designs. Customers can choose to utilize Voxson's vast approvals and production systems experience. These services remove much of the guesswork from the complex GSM approvals process and ensure that the your product is produced to a quality standard in a timely and cost effective manner.

#### Software Customization

Customers can choose to add application level software into the module therefore eliminating the need for an external processor and reducing the price. Initially, Voxson can perform this integration work as a service. Customers either provide Voxson with their own code for integration, or Voxson develops the application code to be incorporated into the module.

Voxson also provides a fully configurable, scalable Application Programming Interface (API) for its GPRS module, thereby allowing customers to fully integrate their own application code into the Voxson module using a pre-built binary file libraries and example code provided by Voxson as well as a suite of high level configuration tools.

#### Technology Licensing

Voxson can offer technology licensing. This enables third party companies to produce and manufacture the licensed technology in their factory of choice. This is especially beneficial to large volume customers as it allows them to better control the "cost of manufacture" and thereby increase their own margins.

Under a technology licensing arrangement, Voxson provides the customer with a complete suite of documentation and software, along with extensive training enabling the customer to fully commission and operate their factory of choice with minimum post factory commissioning and involvement from Voxson.

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