

Press Release

Innoviti Unveils vaayu™

Now Go Wireless on Your Own

Bangalore, December 16, 2003: Innoviti Embedded Solutions Pvt. Ltd., a company developing innovative consumer communication products, today unveiled - vaayu™ their first consumer product. vaayu™ is a wireless device that replaces a telephone wire and lets you go wireless on your own.

The importance of Internet as a medium for accessing communication and information services such as email and browsing does not need any mention today. However, it has been the dream of consumers and service providers to make this access wireless. Today several technologies exist which provide this wireless access, however most of them require new infrastructure and services to be introduced by service providers. This requirement makes the services expensive and limited in availability, thus leading to a slow adoption. Ideally what the consumers need is a solution which can make their existing access wireless, rather a new technology. Something, that could replace their telephone wire used for Internet access today with a wireless solution, much like what a cordless phone does for voice at home.

Innoviti's provides this very solution by replacing the telephone wire with a wireless device - vaayu™. To use vaayu™ all one needs to do is to insert the vaayu™ mobile unit into the modem socket of the laptop or desktop and the vaayu™ base unit into the telephone wall socket. The user then connect to the Internet as always, but now without any wire limiting the laptop or desktop position. They can freely roam around in their home or office maintaining the Internet connection.

vaayu™ is based on a technology patented by Innoviti. The main benefits of vaayu™ are: a) it uses the existing mass deployed telephone network, thus requiring no new infrastructure, b) the user can go wireless on his own, much like buying and using a cordless phone, without any new service provisioning and c) the user does not need to install any software on his laptop or desktop, the device is completely independent of the OS or CPU type. Further, the design of vaayu™ allows it to be used with any device that uses the telephone network, be it a credit-card swipe machine or a fax machine.

Innoviti developed prototypes of the product earlier this year and to get user feedback, conducted "Lead User Trials" of their alpha version of vaayu™ in Bangalore from August to October. The trials were conducted with key users in the target market segment, who kindly consented to use the product for periods varying from two days to a week. The results were overwhelmingly positive. The users were unanimous in their desire to buy the product and recommend it to others. Further, over 80% of them found the product meeting and exceeding their expectations. Moreover, they enjoyed the whole trial experience – the product concept, its features and its presentation. The users also provided rich feedback and suggestions that have helped enhance the product into the new version being unveiled today.

“vaayu™ is consumer product, designed keeping the nuances of consumer usage in mind. To design such products one needs to understand the complete environment of product usage and

keep the technology complexity inside the product rather than give it to the user. This requires one to continuously test the product with users and incorporate feedback, which is what we have done.

vaayu™ is an Indian product for the rapidly developing Indian and APaC markets, and we at Innoviti are very proud to be the first to develop such innovative products from India.,” said Rajeev Agarwal, CEO, Innoviti Embedded Solutions Pvt. Ltd.

vaayu™ will be retailed first in the Bangalore market and then expanded to the Mumbai and other national markets.

About Innoviti

Innoviti Embedded Solutions is focused on providing consumer communication products to the Indian and APaC markets. Incorporated in 2002, it is backed by strong team having extensive business and product design experience in the communications products space. vaayu™ is the first such product from Innoviti.

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