Mistral Develops 'Smart Handheld'

Bangalore, June, 2003 - Bangalore based Mistral Software Pvt. Ltd., a leading product realization company in the embedded space, today announced worldwide availability of its 'Smart Handheld' reference design, a completely customisable productivity enhancement tool. The device, which has been conceptualised, designed and developed by Mistral Software, is aimed at improving end user productivity and workforce connectivity and is targeted at verticals beyond the Vanilla PDA.

With the creation of the 'Smart Handheld', Mistral plans to target OEMs, who can adopt the design and bring out very innovative and cost effective products for various applications and markets. The device has been designed with a scalable architecture, which can enable manufacturers to customize the features by adding modules like GPS, GSM, 802.11a/b, BlueTooth™, MP3, PC-MCIA, Hard Disk, Camera etc., while ensuring most of the software and basic hardware remains unchanged.

"With the opening up of vertical segments across diverse industries, we visualise significant potential for our design across markets. PDA makers the world over have seen a decline in the adoption of their products, with cost and functionality being the primary inhibiting factors. This prompted us, at Mistral, to design a product which not only provides scalable features for specific markets and applications, but also ensures significant cost benefits. These Smart Handheld devices can be used in applications like navigation, healthcare, games, logistics, e–learning, amongst others, enabling end-users to really harness the true potential of mobile computing." said Anees Ahmed, President & CEO, Mistral Software.

The ultra-sleek basic module, at a thickness of 11mm, runs Embedded Linux on a Samsung ARM9 processor. Anees expressed, "With our expertise and established presence in the embedded design space, Mistral is not competing with product

manufacturing companies. We will focus on building a portfolio of reference designs and IPs, which are ready for adoption, by global manufacturers. We are targeting a niche market of product vendors in various verticals and are customising this design for their applications. The design has been accepted very favorably in the market and we are in the process of licensing this design to a few product manufacturers.

About Mistral

Mistral Software is an ISO 9001:2000 certified premier Product Realization Company providing end-to-end design services for embedded product design and development. Mistral has expertise in complex real-time solutions, RTOS, driver development, DSP, communication protocols, FPGA and hardware board design. The company has several re-usable software and hardware components that can help organizations get their product-to-market faster. Mistral has operations in USA, Japan, Germany and India.

For more information visit www.mistralsoftware.com**.**

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