

FrogPad Launches New Licensing Model at CeBit in Europe.

No other portable keyboard boasts full functionality and ease of use with only 19 keys making **FrogPad** the input choice for Voice, Video, and Data Convergence on Smartphones.

Houston, TX and Hanover, Germany March 13, 2002:

Providing another leap forward in mobile usability, **FrogPad Inc.** of Houston, Texas today unveiled European licensing for its revolutionary ultra-portable keyboard and data entry method, the **FrogPad™** mobile keypad. Meeting at CeBit with hardware providers of Smart Phones and telecommunications carriers for 3G networks, **FrogPad** executives stress that **FrogPad's** patents allow it to provide an ultra-portable, single-handed keyboard with full functionality using only 19 full-size keys. Licensees will want to know that one may not provide full QWERTY functionality and reduced number of keys without infringing on **FrogPad's** patents.

FrogPad's patented data entry technology, keyboard layout and algorithms will be licensed to wireless service providers and manufacturers of SmartPhones, handheld PC's and other mobile computing and communications devices through unique multi-phase pilot, integration and deployment process. One option for licensees will be to utilize packaging designed by award winning firm IDEO or integrate the technology into unique packages for their platform.

FrogPad's licensing program evolved in response to challenges faced by wireless network operators to provide data services to increasingly mobile workforces poised to take advantage of higher performance 2.5 and 3G networks. An effective approach for entering data is one of the challenges for gaining greater usage of wireless data services. Designed to give users practical data entry for portable communication tools such as Smart Phones, handheld PC's and PDA's, the **FrogPad™** mobile keypad sets a new standard in mobile information access and entry.

Finding "killer applications" has been a gating factor in increasing data traffic on wireless networks. Consumer applications like games, stock reports, and short message services have provided early business for wireless data service providers but, says Mobil Info, the real growth will come from more robust enterprise applications. For these applications, a keyboard will continue to be a required feature. Industry experts like IDC analyst Scott Ellison, quoted in Wireless NewsFactor, say that matching the wireless web experience to what a user is accustomed to at home on a PC or laptop is a critical threshold.

Linda Marroquin, President and CEO of **FrogPad** states: "We have researched all possible and potential solutions to portable data entry. All fall short of the simple but elegant solution provided by **FrogPad**. Those who license from **FrogPad** now will be in lead positions to push greater data through the new 3G networks supporting the carriers in increasing Revenues per Subscriber."

Recognizing not all market leaders wish to license the technology to produce mobility devices, **FrogPad** has also forged alliances with key application developers addressing the need for enterprise applications.

According to Doug Benson, VP of Marketing for AppForge (www.appforge.com), "We see thousands of users and many express a strong desire for a good ultra-portable keyboard. We believe that application developers and ergonomic experts will be especially enthused about the **FrogPad** keyboard."

Michael Mayes, Senior Director of Marketing for Handango (www.handango.com) stated that "**FrogPad's** leadership in addressing the data entry challenge for mobile applications makes their product very interesting to Handango and we see an opportunity to enhance our solutions with their technology."

It is also announcing a strategic marketing partnership with ergonomichome.com an online retailer of unique ergonomic furniture and computer accessories. Chief Ergonomic Officer (CEO), Tom Gaede is excited about selling the **FrogPad** keyboard at www.ergonomichome.com because it "addresses a real need for a one-handed keyboard" and "there is nothing like it on the market."

*About the **FrogPad** Keyboard:*

*The **FrogPad**[™] keyboard enables true mobile computing by eliminating the need to learn a new data entry language, cope with miniature keys and cramped QWERTY layouts, or struggle with two handed entry in a small or desk-less space. For details about the keyboard technology, usability, portability and ergonomics, please visit www.FrogPad.com.*

*About **FrogPad**[™]:*

***FrogPad**, Inc. is an innovator in applying technology for mobile computing and communication. The Houston-based company, founded 1998 and incorporated 1999, delivered its first prototype products in March of 2000 and launched them in Japan in September 2001. Founded by inventor, Kenzo Tsubai and visionary entrepreneur, Linda Marroquin, President and CEO, **FrogPad**[™] is a private company delivering its products worldwide through partners.*

XXXX