



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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ARCHETYPE INTRODUCES NEW GPS/GSM TRACKING MODULE AT CTIA WIRELESS 2006

*New, Low-Cost StarLert Module Provides Reliable GPS Tracking and Wireless
GSM Reporting for Wide Range of Machine-to-Machine Applications*

Birmingham, Ala. – April 5, 2006 – Archetype, Inc. today announced the introduction of a new GPS/GSM tracking module for a wide range of machine-to-machine (M2M) applications. The new StarLert ST-1 module was developed in conjunction with several industry leaders to provide a low-cost, reliable GPS tracking solution for the burgeoning M2M market.

Based on the proven Siemens MC55/56 platform, the StarLert ST-1 uses the host-based GPS/A-GPS Marlin chipset from GlobalLocate, which provides accurate location data both indoors and out. The ST-1 contains internal, omni-directional antennas for GPS reception and GSM transmission, as well as an internal battery, in a hardened package measuring just 3.3 x 2.1 x 0.8 in. (84 x 53 x 20 mm). An optional internal battery pack can provide several days of untethered tracking.

The ST-1 boasts a powered serial RS232 interface to support bi-directional communication with external devices for GSM enabling on M2M platforms. Optional extension dongles can support RFID, WiFi, WiMAX, satellite and over 140,000 third-party sensors.

Archetype has incorporated the ST-1 module into its TerraTrace family of Internet-based asset tracking solutions and will also market the module globally through its 38 distribution channels across four continents.

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2/Archetype Introduces New GPS/GSM Tracking Module

Jason Cooner, president of Archetype, Inc., said that the modules are expected to be in full-rate production this month to support high-volume orders. Archetype has a strategic relationship with Siemens to market their solutions globally.

About Archetype

Archetype, Inc. is a privately held corporation based in Birmingham, Ala. Founded in 2002, the company has established a position as the leading developer of GSM-based, Web-enabled GPS tracking solutions for applications such as homeland security, logistics, enterprise resource planning and supply chain management.

About Siemens Communications

The Siemens Communications Operating Group is one of the leading providers in the global telecommunication industry. Siemens is the only company in the sector to offer its customers a complete portfolio from terminals for consumers to complex network infrastructures for companies and operators together with the associated services. Siemens Communications is the world leader in innovation in the fields of convergent technologies and products and services for mobile, fixed and corporate networks. The largest Operating Group in Siemens AG, it maintains a presence in more than 160 countries; its approximately 60,000 employees achieved total sales revenue in fiscal 2004 (September 30) of around EUR 18 bn. For further information about Siemens Communications, please visit www.siemens.de/communications.

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