



## **Autonet Mobile Partners with Option to Deliver World's First Mobile Application Platform for Vehicles**

**San Francisco** (October 25, 2011) – Autonet Mobile, an application and connectivity platform for vehicles, today announced a strategic partnership with Belgium-based Option NV to deliver next generation applications and services to vehicles. The new platform is based upon Autonet's patent-pending TRU Technology and innovative automotive-grade Telematics Control Unit (TCU) for vehicles, combined with Option's state-of-the-art wireless modules. It represents the first mobile IP-based TCU capable of delivering a host of innovative applications to the vehicle. As part of the partnership agreement, Option has made a \$1.5 million investment in Autonet Mobile.

Option's wireless modules combined with Autonet Mobile's TCU and managed network make this the first intelligent communication and control device designed to create a new and verticalized mobile automotive ecosystem. The new system enables automotive manufacturers from around the world to connect their cars to high-speed mobile networks and deliver new features that enable pervasive cloud computing, mobile apps and fleet telematics. For consumers this means a vehicle experience with reliable connectivity and services that include in-car apps; high-speed connectivity for tablets, smartphones and laptops for passengers; and vehicle diagnostic, maintenance and climate controls.

"The wireless connectivity revolution has not reached critical mass in the car because until now there has not been a reliable, secure way to bring this connectivity to the vehicle's electronics infrastructure," said Sterling Pratz, CEO of Autonet Mobile. "Our focus now is on extending IP applications to the car through the most sophisticated, secure connection available. Working with Option, we'll enable the vehicle app store, bringing entertainment, information and connectivity into the car."

Autonet Mobile currently delivers wireless Internet service to the vehicle, turning any car into a mobile Wi-Fi hotspot and offering passengers an easy way to stay entertained in the car using their iPad, tablet, laptop or smartphone. With Autonet Mobile, passengers can connect to their favorite online content including: accessing favorite

social media sites like Facebook or Twitter; watching YouTube videos; or streaming favorite music from Pandora or Spotify. The Autonet Mobile service is especially handy for checking the weather, getting directions or accessing the latest traffic reports via Google Maps. The new offering will extend the connected experience with a range of exciting in-car applications.

According to Jan Callewaert, CEO of Option, "In an environment where everything is connected, the more than 250 million cars on the road in the U.S., represent an important vertical opportunity. By partnering with Autonet Mobile we combine the best of both worlds: knowledge of the automotive market and 25 years of experience in designing and developing wireless solutions."

**About Autonet Mobile, Inc.**

Autonet Mobile is the world's first in-car Internet service provider. Founded by a corporate executive and former racecar driver and a leading network architect and designer, the company is dedicated to enhancing the in-car experience by bringing the power of the Internet to the 250+ million cars on the road in the U.S. For more information about Autonet Mobile, visit [autonetmobile.com](http://autonetmobile.com)

**About Option**

Option, the wireless technology company, is a leading innovator in the design, development and manufacture of 3G HSPA, HSDPA, UMTS, EDGE, and WLAN technology products for wireless connectivity solutions. Option has established an impressive reputation for creating exciting products that enhance the performance and functionality of wireless communications. Option is headquartered in Leuven, Belgium. The company also has Research & Development in Belgium (Leuven), Germany (Augsburg) and an ISO 9001 production engineering and logistics facility in Ireland (Cork). Option maintains offices in Europe, US, Greater China and Japan. For more information please visit our website [www.option.com](http://www.option.com).

**For more information:**

Cheryl Delgreco  
Media Strategies, Inc  
617-723-4004  
[cdelgreco@msipr.com](mailto:cdelgreco@msipr.com)

Liora Bram  
Media Strategies, Inc  
617-202-9854  
[lbram@msipr.com](mailto:lbram@msipr.com)

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