



Press Release

Immediate release: Zurich, October 9, 2001

Contact

Robert Turrall, Director of Marketing

info@softwired-inc.com, www.softwired-inc.com

Softwired launches "Ask the Wireless Middleware Expert" initiative.

Softwired CTO Dr. Silvano Maffeis, acknowledged as one of the industry's experts on wireless and messaging middleware technologies, provides answers to your wireless Java questions via the company's new "Ask the Wireless Middleware Expert" initiative.

Softwired, the leading provider of standards based Wireless Middleware, today announced its "Ask the Wireless Middleware Expert" program. The program is designed to help corporations cut through the confusion and "mythos" associated with the development of wireless Java solutions and offer insights into lessons learned from real wireless projects, at a time when businesses are going through dramatic change.

Many "wireless solutions" offered to date have proven disappointing: WAP users often complain about poor user experience due to a lack of interesting content, an awkward interaction model and errors occurring when devices lose network coverage.

Fortunately, user experience can be greatly improved by installing customized, interactive, Java applications on mobile devices. Mobile Java applications are best built using a "store-and-forward"

more



communication paradigm provided through appropriate wireless message-oriented-middleware (MOM) technology on the device.

Increasingly, therefore, corporations are adopting the usage of Wireless JMS (Java Message Service) middleware, such as Softwired's iBus//Mobile product, on mobile devices. The only Wireless JMS product available today, iBus//Mobile enables truly interactive wireless solutions that bridge the gap between enterprise systems and mobile wireless devices.

In addition to his pioneering work in the field of Wireless JMS and guest appearances with various online wireless portals, Silvano has unparalleled experience in Java middleware and is the author of many publications related to distributed systems, message-oriented-middleware, JMS, and wireless. Silvano was also recently appointed as "Wireless Middleware Expert" on searchMiddleware.com.

To post your Wireless Java middleware and wireless client/server programming questions to Silvano visit <http://www.softwired-inc.com/wireless-questions.html>.

About Softwired

Softwired, based in Zurich, Switzerland is the leading supplier of highly scalable JMS technology for Intranets, Extranets and Internet and end-to-end wireless/embedded solutions. Customers include many of the World's leading organizations, including eBay, UBS, TALLÁN and Siemens. iBus is used in a wide variety of applications from financial trading, telecommunications systems management, document distribution to the management of customer support sessions.

Softwired is a privately held, venture capital funded company which can be contacted at info@softwired-inc.com, +41 1 445 23 70 or on the web at [:http://www.softwired-inc.com](http://www.softwired-inc.com).