

Sunnysoft- winner of Cristal disc prize at INVEX 2006

This year's participation at INVEX – DIGITEX was exceptionally successful for Sunnysoft. Thousands of visitors saw its presentation of the mobile solution innovations, latest mobile communication solutions and GPS navigation. This only confirms rising interest in mobile technologies. One of the products that is being distributed by Sunnysoft has won Cristal disc competition.

Prague, 18th October 2006 – Number of this year's exhibitors created especially interesting show for customers who came to see latest innovations in information technologies and consumer electronic goods. Sunnysoft exposition was one of the most popular ones.

Exposition extension and bigger stand compared to last year showed to be truly useful for Sunnysoft especially because of increasing number of visitors interested in its portfolio. Participating partners such as Elko Trading, Fujitsu-Siemens, T-Mobile, Gotive and Brodit also benefited from the presentation. Companies Wiesner Hager gave a boost to Sunnysoft stand by providing attractive furniture and company Espresso by preparing exclusive coffee Lavazza tasting.



Sunnysoft together with Factum Invenio undertook a public research. Ten researchers were questioning visitors as well as exhibitors during three days and results were subsequently available thanks to T-Mobile MDA and Sunnysoft mResearch system to readers of news server iHNed.cz.

Sunnysoft mobile solutions division introduced unique innovation from their portal solution– Sunnysoft mConnector. It will enable hundreds of users quickly and at low cost start collecting data and will then allow them two way digital communication with account system. Helios Orange is the very first system using this technology.

Development division presented the latest applications for PDAs and Smartphones - Sunnysoft Dictionary and more and more popular Sunnysoft InterWrite and Sunnysoft Backup Manager, which were both nominated by group of experts for the Best Software Award 2006 in prestigious magazine *Smartphone & Pocket PC magazine*.

Sales division entered the competition **Cristal disc**, which awards best exhibits of International fair of information technologies and consumer electronic goods INVEX – DIGITEX, with five products. Three of them were nominated for Fujitsu Siemens Pocket Loox T830 and Wayfinder Navigator 6



prize. Finally was awarded the navigation device **MIO C710+**. Authorized distributor of MIO brand for Czech Republic is Elko Trading company. Sunnysoft also offers this well selling device in its portfolio.

„ This year participation was very satisfying for us. Navigation solutions are more and more popular and jury decision only underlines this fact.“ says Martin Strouhal, Sunnysoft director, adding: „ The navigation systems demonstrations were one of the favourite ones. It put our stand virtually in siege!“

MIO C710+, Cristal disc 2006 winner

New model of mobile GPS navigation for car with new maps for east Europe, photo bank, MP3 player or support for receiving traffic update RDS-TMC. To communicate with surrounding devices it uses Bluetooth interface. MIO C710+ is the most advanced model in the family of so called- single purpose navigation for cars. It allows you to plan the journey without stress at home and subsequently will intuitively, with help of Czech voice navigation, lead you to the destination. You will not need to worry about getting off the track or traffic collapses. MIO C710+ continuously watches your way and flexibly adjust the moves to the situation that could make your journey unpleasant in any way. If you want to travel comfortably and with ease without stress, this device is right for you.



Contact details:

Jakub Hoplíček

Sunnysoft, s.r.o.
(+420) 603 528 536

jakub.hoplicek@sunnysoft.cz

Dagmar Matonohová

Neopublic Porter Novelli
(+420) 731 156 876

dagmarm@neopublic.cz

About Sunnysoft:

Sunnysoft specializes in mobile solutions and pocket PCs. **Sales division** offers the widest range of software and accessories for pocket PCs and Smartphones in Czech Republic and Slovakia and it delivers to retail stores as well as end users. **Mobile solutions division** develops and implements mobile systems based on Microsoft Windows Mobile platform. Part of mobile solution division is Sunnysoft mAgent for businessmen in field, sales form car and marketing, Sunnysoft mResearch for public opinion research, Sunnysoft mService for service teams. **Software division** for end users develops support for national languages and pocket PCs localization for European languages, system backup applications and tailored applications made to order for operation systems Microsoft Windows Mobile. Sunnysoft is Microsoft Gold Partner certified and authorized Hewlett Packard Business Partner.