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Siemens joins forces with TV manufacturer Loewe AG and software developer Citrix to provide business and consumer applications for the SIMpad SL4



Hannover (ots) -

- Cross-reference: photo is available
at: <http://www.presseportal.de/galerie.htx?type=obs>

Today at CeBIT 2002, the Siemens Information and Communication Mobile group (IC Mobile) announced a joint project - zap2web - with television manufacturer Loewe, to combine the concept of interactive television with wireless Internet surfing via Siemens' SIMpad SL4. Additionally, Siemens presented an application developed by the software company Citrix, to demonstrate how the SIMpad SL4 can be used as a Windows Based Terminal for business customers.

The zap2web project combines Siemens' knowledge of wireless communication technology with Loewe's latest multimedia television, to offer users a convenient method of accessing additional web pages that relate to a television program. When a URL is displayed on the television screen, consumers simply use the remote control to display the website on the Siemens SIMpad SL4. This allows individual users to access the additional information, in seconds, without disturbing other viewers. Using HomeRF technology, zap2web offers consumers greater freedom and flexibility in the home by providing wireless mobility with the SIMpad SL4. Home RF (Home Radio Frequency) is the standard for wireless home networking and allows customers to wirelessly access the internet or exchange huge data files.

The increasing convergence of information, entertainment and communication is widely recognized but projects such as zap2web make this a reality, demonstrating what can be achieved today.

New SIMpad advantages for business users

Using software developed by Citrix, Siemens' SIMpad SL4 can also be used as a Windows Based Terminal. This allows business customers to work wirelessly anywhere on the company grounds or the world, yet stay connected to the company server and its central programs, including all business applications running under the operating systems Windows 2000 or Unix.

The program allows the SIMpad to operate on minimal bandwidth thereby enabling numerous wireless devices to be easily integrated into the company network. Users can also insert their GPRS/HSCSD card

into the existing PC card slot of the SIMpad and gain access to the central server of their company even if they are overseas. Furthermore, if a new program is installed on a server, all connected devices are updated without the need for a software refresh, as they are linked to the server.

Christoph Caselitz, President of Cordless Products within the Information and Communication Mobile Group said: "Through partnerships with companies such as Loewe and Citrix we will continue to provide consumers and business customers with the most innovative solutions for their home and business communication needs".

The Siemens Information and Communication Mobile Group (IC Mobile) offers the complete range of mobile solutions including mobile devices, infrastructure and applications. Devices include mobile phones, wireless modules, mobile organizers and cordless phones as well as products for wireless home networks. The infrastructure portfolio includes GSM, GPRS and 3G mobile network technologies from base stations and switching systems to intelligent networks, e.g. for prepaid services. Mobile Applications cover end-to-end solutions for Messaging, Location Based Services or Mobile Payment. For the fiscal year 2001 (September 30), IC Mobile recorded sales of EUR 11.3 billion and employed 30,730 people worldwide.

You can access further information about Siemens IC Mobile on the Internet at

<http://www.siemens-mobile.com>

You can access press releases, photographs and further information on the Internet at:

<http://www.siemens-mobile.com/press>

One photograph accompanies this press release. You can access the photo on the Internet at URL:

<http://www.siemens.com/icm-picture/simpad>

More product information is also available from our PR agency Weber Shandwick at:

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Medieninhalte



"zap2web" - the joint project between Siemens and Loewe shows interesting applications for the SIMpad SL4.

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