



## OPTION ANNOUNCES *UCAN* CONNECT 3.0

LEUVEN, Belgium – February 15, 2010 – [Option](#) (EURONEXT Brussels: OPTI; OTC: OPNVY), the wireless technology company, today announced the latest version of its cutting-edge connection management software platform. At the same time the Company announces that is working with Telenor Norway to develop the network operator's new connection manager based upon the *uCAN*<sup>®</sup> Connect platform. *uCAN* Connect reduces costs and increases customer satisfaction by extremely simple support for different branded skins, languages & settings allowing operators to target different market segments with a customized experience. The new version allows operators to reduce data traffic on their 3G networks by off-loading it onto available Wi-Fi networks. The software will be demonstrated at the Mobile World Congress (Spain, Barcelona February 15 – 18) at the Option booth Hall 2, booth 2J54.

*uCAN* Connect is the connection management platform Option developed for network operators facing the choice between complex connection manager solutions generally focussed on enterprise customers or utility software from each hardware manufacturer. In both cases the solutions do not meet operator's requirements for a simple, modular and easy to use and easy to support connection manager that can be quickly customized to meet the needs of their different channels: regional operating companies, Mobile Virtual Mobile Operator's (MVNOs) and resellers.

*uCAN* Connect reduces the management costs associated with a connection manager through a unique combination of features:

- *uCAN* Connect's Smart Skinning Engine allows the user interface (logo, background, buttons, language, hyperlinks, etc.) and all provisioning settings (APN, and other network specific settings) to be customized for a specific operator channel from one customization file without any change to the core product.
- *uCAN* Connect is truly cross platform. A single code base supports all platforms. Customizations developed on one supported operating system (Windows, Mac

OS or Linux) can be moved without change to all other supported platforms. The combination of having one product build with the same GUI for all OS and the Smart Skinning Engine, allows operators to have one single software version, supporting different OS and including its different affiliate brands and languages. This reduces testing and support costs, increases flexibility and leverages any operator specific feature investments across all platforms.

- *u*CAN Connect incorporates a modular interface to modem hardware allowing new devices (Option or third party devices) to be supported with minimum cost and testing.
- *u*CAN Connect's modular structure also allows the use of optional feature packs to add functionality to the core connection manager when an operator requires it.

Jan Callewaert, CEO at Option: "Our new *u*CAN Connect software platform builds upon many years of experience within our Company of the real problems faced by mobile network operators. Operators like Telenor clearly appreciate the value and the return on investment our software platform brings to them. Software is a cornerstone in Option's strategy to provide integrated 3G solutions to its customers. Firmware, connection management and applications are the three software areas where we already have a strong track record or where we are intensifying our efforts. A strong series of products that focus on real world problems will enable us to deliver more valuable solutions to our customers."

Knut Haakon Nilsen, Director Product Development Telenor Norway, said: "Telenor chose to base our new connection manager on Option's *u*CAN Connect software platform because of its great usability features and the fact that we'll actually be able to reduce costs when deploying and supporting our connection manager. The Smart Skinning Engine really gives us the flexibility to customize the software towards the different audiences we want to target. "

## **NOTE TO EDITORS**

More information about *u*CAN<sup>®</sup> Connect:

- Product data sheet:  
[www.option.com/en/products/products/applications/Ucanconnect](http://www.option.com/en/products/products/applications/Ucanconnect)
- Pictures of customization and standard menu:  
[www.option.com/en/newsroom/media-center/photo-gallery/](http://www.option.com/en/newsroom/media-center/photo-gallery/)

**Option is at the Mobile World Congress, the world's leading event in the mobile communications industry (Spain, Barcelona – February 15 – 18 2010). Visit us in Hall 2, Booth 2J54. Trade and technology journalists requesting interviews, please contact: Jan Poté, PR & Media Relations, Tel +32 475 92 55 82, E-mail: [j.pote@option.com](mailto:j.pote@option.com)**

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#### **ABOUT OPTION**

Option, the wireless technology company, is a leading innovator in the design, development and manufacture of 3G HSUPA, 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, Japan and Australia. For more information please visit [www.option.com](http://www.option.com).

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