



Penbase launches Dalyo for Palm Powered Mobile Devices at the PalmSource Mobile Summit & DevCon 2005

Dalyo brings the benefits of wirelessly synchronized mobile applications to the masses by offering businesses of any size a unique self-catering online service that enables users to develop, deploy and use their own field data report applications, improving field force productivity and customer service and increasing revenue.

SAN JOSE, Calif., PalmSource Mobile Summit & DevCon, May 24, 2005 - Penbase, the provider of industry-specific mobile data solutions for handheld devices, today announced its first beta version of the new and unique DIY on-demand mobile solution service for Palm Powered™ handhelds and smartphones. The service named Dalyo is designed to break down the entry barriers to implementing enterprise mobile solutions for the smallest businesses that are looking to reap the benefits real-time field data transmission.

Customized Wireless Mobile Data Solutions for All

After receiving wide acclaim on demonstrating the prototype of the online DIY mobile data development and deployment service at the 3GSM World Conference in Cannes in February, Penbase is releasing the first beta version of its service called Dalyo.

Dalyo is the fulfillment of Penbase's ambition to bring the benefits of wireless mobile data solutions to the SMB and SOHO markets and individuals. Dalyo enables even the most unskilled users to create, design and develop custom applications on the web and then download and use these applications on their Palm Powered™ handhelds and smartphones. Users can instantly start exchanging data with their desktop systems and have a fully operational mobile enterprise solution.

"Since we started business in 2000, we have been creating and delivering the Penbase® range of industry-specific mobile database solutions with our in-house development platform and synchronization server for medium to large businesses whose field force size and resources mean they can easily afford and justify the investment in tailored wireless enterprise solutions. The way mobile data solutions are commonly designed, developed and delivered implies a business model that leaves the vast landscape of small to very small businesses totally cut off from the huge benefits that come with wireless field data reporting on handheld devices. Dalyo bridges the gap by enabling very small businesses and even individuals to freely design and deploy their own mobile applications and offering them a range of choices in the way they wish to synchronize the field data with their information systems and a business model that makes it affordable for anyone", explains Philippe Garnier, CEO of Penbase.

Using Dalyo

Dalyo is designed to make mobile application development and deployment extremely easy, making it accessible to even the most unskilled users and requires no knowledge of development languages.

On registering on the Dalyo.com Web site, the user is invited to choose the type of device on which the application is intended to run and is then guided through the application design and development process before saving the new application in the user's online mobile application library hosted on the server.

The user downloads and installs the Dalyo runtime on his/her Palm Powered™ device. On launching it, the handheld device requests the user's login and connects to the application library on the Dalyo server where the user can pick the new application.

The application is fetched and loaded onto the device and can then be used to capture field data in online or offline mode in a self-tailored environment.

The Dalyo services enables users to make the most of multimedia functionality of their Palm Powered™ handhelds since the application is able to seamlessly interface with the doodle, voice and video capture applications that come with the Palm OS® platform.

In just a few minutes, a delivery business, for example, is able to build, deploy and use a wireless parcel tracking service that enables customers to check in near real time where their parcel is with both a picture and signature to prove it.

"We believe Dalyo in combination with Palm OS® as a valuable, cost efficient enterprise service that increases employee productivity." said Larry Berkin, director of developer marketing of PalmSource, Inc. "Now, Enterprises have the opportunity to generate custom applications on the web without the high cost of traditional external development and use the full potential of Palm OS® to optimize business processes."

Benefits

As is the case with all mobile data solutions, Dalyo offers businesses the opportunity to cut the costs, errors and delays entailed by retyping and processing paper-based data reports and benefit from the increased revenue, productivity and customer satisfaction that comes with near real-time field data processing. Dalyo, however, takes these fundamental benefits further:

By enabling user's to self-design their own applications either from industry-specific templates provided by Penbase or from scratch, the mobile solution is guaranteed to correspond to users' specific needs, thereby offering optimal conditions for user-friendliness and data structures that comply with users' needs.

Users pay only for data transmission between the mobile application and the Dalyo synchronization server. Application design and development is free of charge which means that users can apply trial and error in designing their applications as much as is needed to achieve optimal results.

This also means that companies looking to deploy large-scale or complex mobile data solutions can use Dalyo to create trial modules and field test them with users thereby dramatically cutting costs.

By applying a very flexible business model in which users can choose between a pay-per-use system or a more traditional ASP-type model, Dalyo offers users the ability to start small and grow with their business.

"We believe Dalyo will open a whole new world of possibilities for the SMB and SOHO market segments," said James Newton, Sales and Marketing Manager at Penbase. "For the first time, a vast range of new users will be able to reap the benefits of near real-time field data report transmissions while saving time and money for their companies."

Availability

The beta version of Dalyo is available on www.dalyo.com to both English and French-speaking users.

The Dalyo service in its final version will come in three different flavors:

- Lime for wirelessly transmitted downloadable field data reports
- Plum for semi-automated integration
- Cherry for fully automated integration

The beta version currently corresponds to the Dalyo Lime service.

Prices will range between 0.35 € per report transmission in the pay-per-use mode and 30 € to 70 € per user per month for unlimited report transmissions according to the level of service chosen.

About Penbase

Penbase provides the Penbase® range of industry-specific mobile solutions to field forces in the fields of SFA and merchandising, asset management and inventories, maintenance and after sales service, transport and logistics, field resource management and clinical research.

Penbase's customers are businesses that are looking for high gains in productivity, reliability and responsiveness by extending their information systems to employees, partners and customers in the field.

Penbase® mobile applications are designed for all standard handheld terminals (PDA or smartphone) and synchronize with corporate information systems in wireless mode, via GSM, GPRS, WiFi, Bluetooth, etc., or in wire line mode via Internet or the terminal's cradle. Mobile workers are thereby able, at any time and in any place, to gain access to mission-critical data from the corporate information system, view, process and update it either online in real time mode, or offline with data synchronization on demand.

For further information, please visit www.penbase.com

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