

# Press Release

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Contact: Robert Frank  
Phone: (512) 334-6226  
Email: [bob@bluespan.com](mailto:bob@bluespan.com)  
Website: [www.bluespan.com](http://www.bluespan.com)

## AUSTIN-BASED COMPANY PROMISES BRIGHTER FUTURE FOR TECH IN TEXAS

### Bluespan Prepares to Launch Innovative Product Line

**Austin, TEXAS— October, 2003**—Bluespan™, LLC, an emerging company in the research and production of wireless applications for consumer purposes, is developing new ways to bring wireless technologies into everyday use. Austin has suffered alongside San Diego and Seattle in the recent technology slump, but is now witnessing in Bluespan the rebirth of successful technological entrepreneurship.

Bluespan bases its ionTechnology™ on innovative wireless applications that are functional in every industry from retail to air transport. Bluespan leverages wireless technology to create early-detection systems, and envisions incorporating ionTechnology into practical consumer products designed to monitor the whereabouts of important objects or loved ones.

The company's first product, ionKids™, is an easy-to-use system designed to assist parents and guardians in keeping tabs on children and other dependents. ionKids' short-range monitoring equipment consists of a wristband, or Wristag™, which the child or dependent wears, and a handheld monitor, or Base Unit, which the parent or guardian can use to perform a number of monitoring and locating functions.

ionKids was developed with the goal of reducing the stress of temporarily losing a child or dependent in areas like theme parks, shopping centers and airports. ionKids can help parents and guardians locate children or dependents who have traveled outside of a pre-set "Zone of Comfort."

In the future, ionTechnology will be adapted to a variety of monitoring and locating needs. Bluespan plans to begin launching its ionTechnology products, starting with ionKids, in November 2003.

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Entrepreneurs Robert Frank, Ph.D., and Bruce Cummings formed Bluespan in early 2002. Frank is a seasoned professional with two decades of background in positioning and growing first- and second-stage companies and their products and services. Cummings has over 15 years of senior-level domestic and international experience in startups, general and operational management, business development and finance.

**ionTechnology, ionKids, Wristag and Bluespan are all trademarks of Bluespan, LLC.**

