

A-GPS on SIM card technology from BlueSky Positioning powers Celesta mobile workforce solutions

Revolutionary and cost efficient A-GPS on SIM card technology now offers accurate field force and fleet management applications, making instant location and asset tracking available to enterprises

Oulu, Finland and Sophia Antipolis, France – 11 February 2010 – Celesta, a leading mobile workforce solutions provider has announced that the *Celesta Plan* field force and fleet management system now supports BlueSky Positioning's secure Remote Positioning Protocol (RPP). BlueSky Positioning's RPP gives workforces access to A-GPS SIM technology in non-GPS phones for cost efficient, accurate, location tracking, demonstrating its ability to support a vast array of commercial and enterprise-focused Location Based Services (LBS).

BlueSky Positioning's fast TTFF (time-to-first-fix) functionality, embedded into a phone's SIM card, has been integrated with Celesta's fleet management and field force automation solutions to deliver accurate, instant location data to track assets, trucks and workers on the field, which has never before been available to the enterprise market.

Sakari Vaara, founder of Celesta, commented, "Our enterprise customers have tens of thousands of mobile users with phones, but without GPS. I am confident that cost efficient and fast BlueSky A-GPS on SIM card technology will be a key enabler for creating new LBS services both for the enterprise and mass markets."

Velipekka Kuoppala, Vice President of Sales and Marketing at BlueSky Positioning, added, "The integration of Celesta's mobile enterprise solution with our technology showcases the capabilities of our A-GPS technology for SIM cards and demonstrates its ability to bring real value add to enterprises' daily field operations. Furthermore it creates wider opportunities for location based services, and hence, increases revenue streams for enterprises and network operators."

ENDS

About BlueSky Positioning

BlueSky Positioning Ltd was founded in 2005 to develop and commercialise accurate, affordable SIM card based satellite positioning products and services for all GSM and 3G mobile phones. BlueSky Positioning has its headquarters in Luxembourg with subsidiaries in the UK and France. Additional information about the company is available at www.blueskypositioning.com

About Celesta

Celesta, part of Identoi Group, is a leading provider of field force automation and mobile enterprise solutions with its Celesta brand. The company's customers include globally operating large corporations such as Cofely of GDF Suez, KPN Getronics, DB Schenker, YIT and Electrolux, having thousands of Celesta users in mission critical field operations.

Identoi Group is a fast growing and profitable software company headquartered in Oulu, Finland and having a sales company in Frankfurt am Main, Germany.

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