



OPTION ANNOUNCES WORLD'S FIRST ULTRA CUSTOMIZABLE USB MODEM SOLUTION: *i*CON XY

LEUVEN, Belgium – February 15, 2010 – [Option](#) (EURONEXT Brussels: OPTI; OTC: OPNVY), the wireless technology company, today announced that it has launched a new and highly customizable USB modem solution, the *i*CON[®] XY enabling mobile network operators to target different market segments with different levels of customization including branding, look & feel, packaging and software with just one device while reducing the cost and complexity of their supply chains.

The *i*CON XY is a full mobile broadband solution combining hardware, software and a simplified supply chain process in one solution. The device itself, an HSPA modem reaching down- and upload speeds up to 7.2Mbps and 5.76Mbps, is very slim, has a new fun to use swivel USB connector and a micro-SD slot for storing applications and content such as documents, music files or video files. It also comes with Option's Zero-CD[®] Plug'n Play technology and ground breaking *u*CAN[®] Connect connection manager platform which provide a smooth and simple customer experience reducing service and support costs.

But what really makes this USB modem special is that it has been developed in direct response to the growing demands from network operators to have USB modems that support mass customization.

The *i*CON XY helps operators reduce the complexity and cost of their supply chain as they grow their increasingly complex distribution channels (Mobile Virtual Network Operators, retail SIM distributors, enterprise customers, etc.). The *i*CON XY solution allows operators to quickly and cost effectively match their channel orders to the right product.

The flexibility of the customization possible with the product (hardware, packaging & software) also creates new opportunities to target specific market segments (i.e. specific communities, events, fan clubs, etc.).

Finally *i*CON XY can be personalized by individual customers after purchase with their own images and designs encouraging them to keep the product longer.

One base product combined with dynamically skinnable software and supply chain tools empowers operators to bring radically different propositions to market while simplifying their total supply chain and saving money in the process.

Jan Callewaert, CEO at Option commented on the announcement: “The *i*CON XY is a great demonstration of how Option’s mobile broadband market knowledge enables us to bring to market products that deliver compelling new value for mobile network operators. *i*CON XY supports operators’ business growth by letting them to easily target specific markets and channels without excessive support and supply chain costs. The broad range customization possibilities the *i*CON XY offers, combined with a simplified supply chain processes is unique in the market.”

NOTE TO EDITORS

More information about *i*CON[®] XY:

- Product data sheet: www.option.com/en/products/products/usb-modems/ICONXY
- Pictures: 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

MEDIA CONTACT

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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.

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