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i-mate™ JAMA Lets you Take your World in your Pocket

Small, light and powerful Windows Mobile Pocket PC phone marks a New dimension in mobility

Dubai, UAE 14 June 2007 - i-mate™, the Dubai-based specialist in Windows Mobile® phones launches today its latest Pocket PC for people who want to be mobile instantly without having to carry around a large device. The JAMA perfectly combines ease-of-use, with a very light and extremely compact design. Packed with Windows Mobile® features, the compact JAMA has proved to be an instant hit with customers around the world and will be soon distributed to global fast growing smartphone markets.

Jack Craine, General Manager MEA, i-mate™ reveals, “The JAMA is compact, lightweight, powerful, stylish and very competitively priced, which fits many of today’s modern consumers requirements. It’s your personal computer in your pocket”.

JAMA has an attractive 15.6 mm slim build and a stylish form that allows for a rich multi-media experience with a high quality 2.4” touch screen that allows for easy navigation and a 2 MP effect camera. It is also equipped with Windows Mobile® 5.0 for Pocket PC giving the user the familiar benefits of all Microsoft® Windows experience such as MSN® Mobile, Instant Messenger®, Media® Player 10 Mobile and Internet Explorer. The usual Microsoft Office Mobile applications such as Outlook®, Word, Excel® and PowerPoint® Mobile are also present in the feature-packed JAMA.

The JAMA comes with three useful i-mate™ applications to enhance the user experience such as i-mate™ Profile Controller for easy profile and ringtone management. i-mate™ Media Control Panel is a handy application that allows one-click access to your songs and videos from your homescreen. i-mate™ Configurator is a

utility that automatically locates and sets the data connection settings to access the internet from your JAMA for many countries, making it out-of-box ready to use.

JAMA will be available as of June 2007.

- ENDS -

The technology at a glance:

i-mate™ JAMA
Microsoft® Windows Mobile® 5.0 for Pocket PC
Samsung 300 MHz Processor
2.4" 65k Colour TFT, 240 x 320 Display
128MB ROM, 64MB RAM
2 MP-Effect Camera
Bluetooth® v1.2
Stereo Audio
15.6mm Thin

About i-mate™

i-mate™ (AIM: IMTE) specialises in Windows Mobile® hardware and software solutions and services.

i-mate™'s cutting edge, customer-centric solutions offer the latest technology and device features. As a Microsoft® Gold Certified Partner, i-mate™ provides customers with the best Windows Mobile® experience for business, for pleasure, for life.

As part of its integrated solutions support, i-mate™ develops in-house leading-edge software solutions for Microsoft® Windows Mobile® platforms. Exclusive software products include interactive games from www.clubimate.com and i-mate™ Suite (www.imatesuite.com) an advanced management solution for mobile devices that gives you IT support in the field, safeguards data, and allows secure access and information transfers on the go.

Club i-mate™ - i-mate™'s device-owner dedicated portal - provides 24/7 multi-lingual technical support and value-added offerings such as subsidised software and systems updates to help customers take full advantage of their i-mate™ devices. Club i-mate™ is the world's largest online Windows Mobile® user group.

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