

[« Back](#) [Print](#)

To no longer receive our emails, click to [unsubscribe](#).



January 5, 2005

Junxion Company News

First Quarter 2005

Welcome to our "inaugural" newsletter. Below you will find a few highlights of recent events and other Junxion news.

Junxion's U.S. distribution channel is now up and running. The composition of our early customer roster indicates that the emerging market for the [Junxion Box](#) is broad and deep. So keep an eye on this new device category. We believe that over the next 12-18 months, mobile connection gateways will dramatically increase the market opportunity for cellular PC Card modems and data services.

Input from the field has proven invaluable to Junxion's product development program. Carrier personnel as well as Junxion's customers, resellers and other partners have provided us with a long list of practical new feature ideas. Many of the resulting enhancements will be included in Junxion's first firmware update which will be released after testing is completed in a few weeks.

Happy New Year!

TrioTek Launches Junxion Reseller Program

Reaching 500 wireless solution providers in the U.S.

We're off to the races! In November 2004 Junxion's U.S. distribution partner, [Trio Teknologies](#), formally launched the Junxion Reseller Program among their 500 wireless solution dealers ([view press release](#)). By the end of 2004 TrioTek had already signed up dozens of their dealers under the Junxion Reseller Agreement, quickly building the momentum we need to meet our aggressive first quarter 2005 indirect channel development goals.



Junxion is grateful to the TrioTek team for making Junxion a priority during an already busy time of year. TrioTek was referred to us by one of the leading wireless carriers as the best possible indirect partner, and this recommendation has been validated thus far. Meanwhile, leading with a successful indirect channel launch achieves two strategically valuable objectives for Junxion:

1) *Establishing a large, productive base of channel partners* - TrioTek's dealer network is comprised of value-added resellers located in all major U.S. markets. Their

competitive advantage comes from introducing useful innovations like the Junxion Box to enterprise customers. Qualified, motivated, accessible. TrioTek's network, combined with the efforts of wireless carrier sales teams, is Junxion's ideal distribution launch pad.

2) *Enabling Junxion to become the early category leader* - TrioTek and their 500 U.S. dealers have provided Junxion with the means to rapidly exploit a first-to-market advantage. Plus, sales have been bolstered by personnel from all major U.S. wireless carriers, who began introducing their customers to Junxion prior to our first commercial product launch.

Customer Spotlight

Caltrans gives Junxion high marks

Organization - California State Department of Transportation ("[Caltrans](#)")



Application - "Portable connectivity for our Mobile Operations Unit and office redundant connectivity."

Performance Rating - Q: How do you rate Junxion's overall performance? A: "Five out of five"

Value-add Rating - Q: For this application, how much does Junxion increase the value of your wireless data service? A: "Five out of five"

Customer Comments - "The Junxion Box is a truly useful yet simple and cost-effective solution for our Mobile Operations Unit. After our initial testing of the 'green box' we realized this device opens up new data service solution applications in the areas of maintenance and construction in the field. In addition, it can provide emergency office connectivity if our wired connection fails. This device opens up wireless applications for our Department that were not available before."

Junxion Response - Thanks Caltrans! Not only is Caltrans one of the largest wireless data service customers in the U.S, they are widely recognized in the wireless industry and among their DOT peers for their successful deployments of new and innovative applications of wireless data technology. We look forward to putting Junxion Boxes to work in a variety of new applications for Caltrans, and to doing so in collaboration with their data service partners.

Message Board

Brief announcements

Junxion's first firmware update release - The first update to Junxion's device firmware will be released in just a few weeks. The scope of change includes drivers for additional PC Card modems, updates to existing modem drivers, user interface enhancements and new features like signal strength metering, port-forwarding and customizable APN. Downloads and links to help with updating will be available at Junxion's online support page ([learn more](#)).



Firmware update notifications - Junxion's Product Update email newsletter will notify subscribers when the update is available. If you are not already signed up for this,

you can do so right now ([learn more](#)).

Travel case option - Junxion's padded travel case creates a compact, sleek Junxion Box "kit" for transporting and storing the Junxion Box along with other associated gizmos like cords, cables, documents and additional data cards ([view image](#)).

Unique Junxion Box feature - Why isn't the Junxion Box smaller? Because in devices like this the FCC requires at least 20 centimeters of separation between the PC card modem and Wi-Fi antenna. Without this separation, using a mobile connection gateway becomes more complicated ([learn more](#)).

Mobile Planet Junxion's first online commerce partner - One of the leading wireless retailers has selected the Junxion Box as an accessory to be sold alongside wireless PC Card modems. Junxion products are now featured on [Mobile Planet's](#) online store (search "Junxion") as well as in their consumer and enterprise print catalogs that are mailed to tens of thousands of subscribers. Online placement with Mobile Planet means the "green box" will soon also be available through their partner sites like [Amazon.com](#) and the online store of [Mobile Enterprise Magazine](#).

editor inquiries: newsupdates@junxion.com
other contacts: <http://www.junxion.com/contact>

For more Junxion news and testimonials, [click here](#).
Thanks for your interest!

[Forward email](#)

[SafeUnsubscribe™](#)

This email was sent to newsupdates@junxion.com, by newsupdates@junxion.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Junxion, Inc. | 820 NE 45th Street | Second Floor | Seattle | WA | 98105