

# PRESS RELEASE

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## **New Technology Venture Seeks to Improve Personal Security and Community Safety**

**Winnipeg, Manitoba, January 5, 2004** – A new technology venture, PerSen Technologies Inc. (PerSen Tech), began operations today in developing technologies that can be integrated into products and solutions promoting personal security and community safety. Social safety and security is becoming increasingly more important given the increase in violence, unintentional accidents, individual mobility, and increased concern for our minors and elders in a global and interconnected society.

Frank Franczyk, the new company's President, indicated that "as a parent with young children, and as a son with aging parents, I often get anxieties about my family's safety and well-being. Our vision is to alleviate such concerns by developing relevant technologies that are simple, easy to use, and affordable and that provide greater peace of mind."

The business concept was formed after two key events: Frank's attendance at the International Telecommunications Union (ITU) conference in Geneva Switzerland, a conference that is held every 4 years and that features the latest developments in the ICT-Telecom industries; and feeling the anxiety that any parent would feel with the tragic news of a missing child, in this case the news of the abducted Zhang girl in Toronto and the Sjodin girl in Grand Forks.

Given that Manitoba has technology innovation centers of excellence in antennas, electromagnetics, and nanotechnology research, the strategy in developing the business concept was to leverage these local strengths with the external market opportunities, specifically focused on personal location-based services and telematics. Frank indicated that "We as Manitobans are extremely fortunate to have such innovators, teachers, and facilities in our midst. This provides our venture with a solid foundation from which to develop technologies and also to mentor and hire-in our future engineers and scientists."

PerSen Tech plans to release its first product into the local marketplace in October of 2004. The CUE™ device will alert individuals of excessive speeds, an approach to community safe zones, and to personal points of interest. This will promote road safety by reducing accidents resulting from inattentive or aggressive driving.

For more information, email [info@persentech.com](mailto:info@persentech.com) or visit PerSen Technologies on the Internet at [www.persentech.com](http://www.persentech.com).