

Formotus Launches Industry's First Click-and-Deploy Mobile Business Data Solution

FormoPublish Allows Anyone to Quickly Generate and Deploy Powerful Business Applications to Smart Wireless Devices

ORLANDO, FL — 2007 Smartphone Enterprise Solutions at CTIA Wireless (booth #963) — March 26, 2007 — Formotus, Inc., developer of mobile business data solutions, today announced FormoPublish™, a software-as-a-service (SaaS) solution that enables businesses of all sizes to easily generate and deploy mobile business applications over-the-air (OTA) to smart phones and other wireless devices. Fast, easy and affordable, the product leverages the Microsoft Office platform to allow non-technical users to – for the first time – click-and-deploy powerful and secure mobile applications without writing a single line of code.

“Formotus’ non-technical approach to generating quality mobile business applications is head and shoulders above the costly, resource-intensive and code-based solutions on the market,” said George Deligiannoudis, Managing Director with Mobilise IT, the Australian and New Zealand distributor of Formotus products. “We deliver mobility solutions to organizations across a wide range of industries, and the primary goal is always to improve workforce efficiency. If the mobile solution we’re offering isn’t cost-effective and efficient, we’re dead before we even start. With FormoPublish, we can get any size organization generating their own mobile applications in just a few hours.”

The Web-based FormoPublish service, available in Professional and Enterprise Editions, provides workers with the unprecedented ability to input and access business data from their Windows Mobile® devices, online or offline. And by eliminating both coding and the need to purchase additional hardware or software, it enables companies to transfer mobile application creation from busy IT departments to office workers, thereby maximizing company resources, increasing efficiency and speeding deployment.

Formotus will be demonstrating FormoPublish at the 2007 Smartphone Enterprise Solutions Conference, presented by Smartphone Summit, on March 26 and at CTIA Wireless March 27–29, 2007 as a co-exhibitor/partner in Microsoft’s booth #963 at the Orange County Convention Center in Orlando, FL.

“You don’t contact the IT department every time you want a new spreadsheet on your laptop, yet that’s the state of the art today in mobile business applications,” noted Joseph Verschueren, Formotus co-founder/CEO. “Smart phones and other wireless devices have the potential to dramatically enhance the way business is conducted in the field, yet a lack of real-world mobile data applications and the need to develop new ones from scratch prevents companies from maximizing the full potential of a mobile workforce.

“We designed FormoPublish to deliver the best of both worlds,” continued Mr. Verschueren. “It’s extremely easy to use, yet powerful enough to deliver top quality applications. We’re pleased to be delivering the next generation of mobile application solutions and helping businesses deploy, in a matter of hours, custom mobile applications that previously took months to develop.”

FormoPublish allows organizations to leverage the ruggedness, convenience, long battery life and low cost of smart wireless devices by providing the mobile applications (called FormoApps™) workers need to seamlessly access business systems from the road. These applications are created in the familiar Microsoft Office environment (specifically using Microsoft's Office InfoPath® application), and converted and deployed securely OTA as mobile XML data applications with a few simple clicks. By leveraging a SaaS architecture, FormoPublish eliminates the need to purchase, install and maintain costly on-site software or hardware. The solution provides users with unmatched flexibility by allowing mobile workers to enter and access business data with or without an Internet connection. Moreover, the solution uses Web services to automatically sync with company data systems once a network connection has been established. FormoPublish supports all Windows Mobile devices and is the only mobile applications solution that works out-of-the-box with Microsoft SharePoint® Server.

About FormoPublish

FormoPublish is available in a Professional Edition, which is deployed through a convenient online subscription model. The Enterprise Edition is for businesses that require server software placement behind a corporate firewall.

Formotus Professional and Enterprise Editions offer:

- Customer-specific eforms library
- Form management with search capability
- Primary and secondary administration
- Ready-to-use templates
- Offline data validation
- Contact management with distribution list creation and control
- Device management with data backup
- Reporting
- Customer consulting, service and support with priority live chat
- Installation behind customer firewall (Enterprise Edition only)

Additional advantages include:

- Works on any Windows Mobile device
- Works out-of-the-box with Microsoft SharePoint Server 2007
- Leverages familiar Microsoft Office environment
- No added hardware or software costs
- Compatible with all carriers
- Supports simple and multi-dimensional mobile eforms
- Works online and offline
- Leverages radio buttons, drop down menus and other mobile-friendly data entry mechanisms
- Secure OTA deployment

Pricing and Availability

The Professional and Enterprise Editions are available immediately starting at \$35 per device per month, for unlimited applications, and are available now through the company's network of channel partners. For more information visit www.formotus.com.

About Formotus

Formotus, Inc. is the first company to provide simple mobile access to business data, allowing organizations of all sizes to quickly generate and deploy business applications on the latest mobile devices. The company's software-as-a-service solution leverages the familiar Microsoft Office platform to make it easy to click-and-deploy mobile data without writing a single line of code, empowering the mobile workforce for small businesses and Fortune 1000 enterprises alike. To learn more about how Formotus is mobilizing business data visit www.formotus.com.

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