

## **Formotus Co-founder to Deliver Keynote at Pacific Northwest Wireless Summit**

### ***Joseph Verschueren to Discuss the Latest Trends in Business Mobility***

**WHO:** Joseph Verschueren, Formotus' Co-founder/CEO, will present to technology innovators, service providers and other stakeholders in the wireless industry at the Pacific Northwest Wireless Summit.

Verschueren is a leading proponent of click-and-deploy solutions for mobile business applications; his company, Formotus, is helping drive that concept into today's mobile device marketplace. Verschueren is a serial entrepreneur and has more than 20 years of experience developing successful technology companies. As an original member of one of the nation's first cellular companies, US WEST NewVector Group (now part of Verizon Wireless), he is regarded as a pioneer in the wireless industry. Verschueren's entrepreneurial accomplishments include founding ImageX in 1995 with an initial venture capital investment of \$3.5M. During his tenure at ImageX, the company raised more than \$160M and completed its successful IPO in 1999. Verschueren has twice been recognized by Ernst & Young as an Entrepreneur of the Year Finalist.

**WHAT:** In a keynote presentation, Verschueren will detail the key trends, challenges and opportunities shaping the future of the enterprise mobility market. He will also join other wireless experts in the "Mobile Enterprise" panel session to discuss the latest strategies for deploying the applications mobile workers need to access business systems in the field. Attendees will learn more about the latest mobile application development techniques, their limitations, benefits and hidden costs.

**WHEN:** Thursday, January 17, 2008  
Keynote: 7:00 – 7:20 p.m. PT, Plaza Ballroom, 2<sup>nd</sup> Floor  
Mobile Enterprise Session: 2:45 – 3:45 p.m. PT, Georgia B

**WHERE:** Pacific Northwest Wireless Summit, Hyatt Regency Vancouver, Vancouver, British Columbia, Canada

#### **About Formotus**

Formotus, Inc. is the first company to provide fast, easy mobile access to business data. The Company's software + services model allows organizations to quickly generate and deploy business applications over-the-air (OTA) to Microsoft Windows Mobile® devices. Formotus' FormoPublish™ services leverage Microsoft Office to allow non-technical users to click-and-deploy powerful and secure mobile applications, 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](http://www.formotus.com).

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