

PRESS RELEASE

Introducing Otto - your driving companion

A portable road safety device using GPS technology

Winnipeg, Manitoba, July 21st, 2005 – Persen Technologies Inc. (PERSENTECH) has introduced a new road safety product that provides drivers with information about their driving environment. The product, called Otto, knows a municipality’s speed limits and the locations of many potentially hazardous road segments including pedestrian corridors and Red Light Camera intersections. Otto uses GPS technology to determine vehicle speed and position, and provides the driver with a visual and audio alert whenever the speed limit is being exceeded or when the vehicle approaches any of the potentially hazardous locations.

The device is easy to use – you just place it on your dash, turn it on, and drive. Otto’s intelligence will assist you when you drive about your municipality. You can even personalize the voice prompts or sounds by connecting the device to your computer and browsing to the Otto website. Map information updates can be obtained in the same manner.

The benefits from Otto are both numerous and significant, including greater personal and community safety, and potential financial savings. “People can save money by being proactive,” says Frank Franczyk, PERSENTECH’s President. “When you have Otto on board, you get timely reminders that allow you to slow down or be extra cautious. This can translate into potential savings from speed violation fines, increased insurance premiums or penalties if you are involved in an accident, and even in vehicle fuel consumption if you just slow down to the posted speed limits.”

Otto has been designed and assembled in Winnipeg and Winnipeg is the first coverage area where Otto will operate. “We are planning to add all the major Canadian and U.S. municipalities as we grow our business,” added Frank.

Currently, Otto can be purchased on-line by browsing to the product’s website at www.myottomate.com, or by contacting PERSENTECH directly at 204-296-9127.

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PERSENTECH is a leading innovator of personal sensor devices and solutions for location based services. We help people by providing knowledge about the world around them. With more information available, you have greater peace of mind.

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