



## **CipherLab Wins Frost & Sullivan's Product Innovation of the Year Award for In-store Handheld Automation**

*Global research firm cites CipherLab's product quality, commitment to R&D and environmental awareness as key factors for award win*

**Taipei, Taiwan — February 7, 2007** — CipherLab, a leading innovator in Automated Identification and Data Capture (AIDC) for the retail, warehouse and distribution markets, today announced it has received Frost & Sullivan's 2007 North American In-Store Handheld Automation Product Innovation of the Year Award. One of Frost & Sullivan's annual Excellence in Information & Communication Technologies Awards, it is presented to a company that demonstrates unparalleled innovation in its industry. CipherLab was selected as this year's recipient based on its commitment to product technology and innovation, its rapid rate of growth and expansion, the company's research and development activities and its high degree of environmental consciousness.

“For reasons that include emphasis on strong relationships with suppliers and customers, CipherLab is rising rapidly as a company and is in the scale of niche players leaving an indelible footprint on the mainstream retail market,” Frost & Sullivan research analyst Shyam Krishnan said. “The company's state-of-the-art products are often unique, offering customers affordable logistics, manufacturing, warehouse and point-of-sale solutions that are reliable in even the most challenging environments. Its commitment to extensive research provides CipherLab with a strong foundation for future innovation, enabling it to remain ahead of its competition. And its high degree of environmental consciousness, resulting in a reduction in hazardous substances and waste, is certainly laudable.”

Throughout its 18-year history, CipherLab has developed a strong reputation for leading AIDC innovations in device size, portability, cost effectiveness and usability. The company offers a broad range of batch, portable wireless and fixed data terminals, handheld scanners, decoders and scanner engines, most of which establish new price/performance metrics for their segments.

“CipherLab is honored to be recognized by Frost & Sullivan, particularly for our dedication to quality and innovation,” noted Stephen Gong, CipherLab's President. “Our mission has always been to design and develop products that are user friendly, cost effective, reliable and easy to deploy – in short, to provide the types of scanners and mobile computers that are most useful to our customers. To be recognized for meeting these high standards by Frost & Sullivan is an endorsement of our company's progress.”

### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost &

Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).

**About CipherLab**

CipherLab is a global leader in the design, manufacture and marketing of AIDC (Automatic Identification and Data Capture/Collection) products and systems. The company's mobile computers and scanners are integrated into the networks of some of the world's best known logistics, retail, distribution, government installations and healthcare companies, helping them run more efficiently and effectively onsite and on the road. Headquartered in Taipei, Taiwan with North American offices in Plano, TX and operations in EMEA, the Americas, Asia Pacific and China, CipherLab is publicly traded on the Taiwan stock exchange (Taiwan OTC: 6160). More can be found on the web at <http://www.cipherlab.com>.

Contact:

Rachel V. Berry

VOXUS, Inc. USA

00-1-253-853-5151, ext. 223

[rberry@voxuspr.com](mailto:rberry@voxuspr.com)