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**On-The-Spot Information Now Available at Selected businesses on
Pleasanton's Main Street**

Pleasanton, CA, 30 August 2007 - Zurado Systems has announced a field trial of PXT, a new communication technology that enables people to get on-the-spot information about all kinds of things in their immediate surroundings. PXT - for please explain that - is a system consisting of two components: a programmable transponder that is embedded in or placed nearby any object of interest, and probe software designed initially for smartphones running the Windows Mobile operating system.

The six month PXT field trial on Main Street, Pleasanton is being conducted to assess the versatility and ease-of-use of the technology. PXT transponders have been installed at seven establishments clustered in a 4 block (.25 mile) stretch between Abbie Street and Division Street. Each establishment is in a different business. From South to North, they are Hometown GMAC Real Estate, Fontina Ristorante, Studio 7 Fine Arts, MD Spa (facial cosmetic surgery), Towne Center Books, Blondie's Shoes & Accessories, and the Museum on Main Street.

Passersby will see a PXT decal or placard in the window of all trial sites denoting the presence of a transponder. Smartphone users equipped with PXT Probe software will immediately be able to communicate with the transponders. Each transponder contains content appropriate for its location. For instance, the transponder at Hometown GMAC Real Estate contains information about the various services offered, bios on each of the agents working at the office, and electronic versions of the printed fliers that are commonly found on "For Sale" sign posts. Any of the information obtained from this transponder or any other transponder can be permanently saved on the user's smartphone for future reference.

Probe software and transponders talk to each other using Bluetooth, the very same technology underlying the operation of wireless headsets for mobile phones. The communication is also subject to the same 10m proximity requirements as headset connections. This means that a user must be within 10m of a transponder in order to communicate and different transponders will continually come in and out of range as the user moves about. This behavior is particularly well suited to proximity-based information systems such as PXT whose primary purpose is to supply information about things that are close at hand.

Zurado is touting PXT as a universal mechanism by which smartphone users can collect and store information about all kinds of things - menus, cars, works of art, historic buildings, office machines, exotic plants - as they are encountered in the environment. Applications are varied and include auto dealerships and rental agencies, cemeteries, corporate IT departments, help desks, museums, real estate offices, restaurants, retail establishments of all sorts, and tourism. PXT also promises to be very cost effective: because it does not rely on WiFi, the internet, GPS, or on any carrier network to work there will be no service fees or usage charges associated with the technology.

ABOUT ZURADO SYSTEMS:

Based in Pleasanton, CA, Zurado is a technology startup that is designing and manufacturing wireless proximity-based information systems for the consumer, business, and entertainment markets. For more information, go to www.zurado.com. Beta versions of the PXT Probe software can be downloaded free of charge from the Zurado website: www.zurado.com. Official PXT Probe software and the PXT Transponder are expected to be generally available in late Fall 2007. Pricing is to be determined.

Multiple US patents are pending.