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## **Motion's "Share Your Solution" Campaign Reveals Workflow Efficiencies, Increased Productivity**

*Software and hardware providers share combined solutions that improve the way people work across industries*

**AUSTIN, TX – July 8, 2009** – Motion Computing®, a leader in mobile computing and wireless communications, announced today that its "Share Your Solution" campaign has been extended. Launched in April, the campaign has provided a place for Motion® software and hardware partners to share solution benefits with Motion's customers, resellers and the media. To encourage additional submissions, Motion will continue accepting solution stories throughout the end of the year, with Flip Videos awarded monthly.

Motion has received entries from across a variety of industries, including engineering, construction, healthcare, automotive and retail; a testimony to the depth and breadth of tablet PC usability. Solution providers are reporting a reduction in paper use, improved productivity through the immediate electronic documentation of data, enhanced customer service and greater efficiency.

"The Share Your Solution contest was developed so that we could learn more about the valuable applications end-users are enjoying with Motion Tablet PCs," said Mike Stinson, vice president of marketing at Motion Computing. "We have received entries detailing our tablets' usage across industries; demonstrating how Motion Tablets are changing the way people work. We're pleased to extend the contest to provide a place for solution providers to share their experiences."

### **Entries Demonstrate the Flexibility of Motion's Tablet PCs Across Industries**

The latest winner in Motion's "Share Your Solution" campaign is **In-Touch Survey Systems**. In-Touch worked with Crocs™, a designer, manufacturer and retailer of footwear for men, women and children, to integrate Motion's Tablet PCs into Croc's nation-wide mobile marketing tour held at a variety of high-profile sporting events. In-Touch utilized the tablets for electronic data collection at the events, resulting in more than 85,000 new consumer marketing contacts.

"In-Touch uses Motion Tablets to create an environment that synchronizes, networks, and uploads captured consumer data in real-time," said Karen McNaughton, director of marketing for In-Touch Survey Systems. "Using tablets integrated with automatic data management, marketers can conduct permission-based marketing programs that deliver higher lead generation results."

### **Other Contest Submissions Include**

**Elumena**, a provider of web-based solutions to local governments to help better manage assets, worked with the Town of Morrisville, North Carolina on a solution to manage the condition of the Town's street sign inventory. Motion tablets are now used to input data about each sign, photograph, and upload the data immediately to the office without syncing the device at a later time. This has enabled the town to better track and efficiently budget the street sign population.

“Elumena was looking for a tablet PC that would meet our customers' requirements for a lightweight, rugged device that would work well in bright, outdoor conditions,” said Colleen Callinan, director of business development, Elumena. “Motion’s F5 was a clear standout. With a host of available features, the F5 was the only tablet with such an extensive integration of peripheral devices, which was a critical requirement for our application.”

**DecisionBase, Inc.**, a provider of electronic medical records (EMR) for dental specialists in the U.S. and Canada, has recommended Motion Tablets to its customers since the introduction of the first Motion Tablet PC. With DecisionBase software, the tablets function as an electronic clipboard that clinicians can use to access patient information, preview notes when moving between exam rooms and easily view and share dental images with patients.

“Many of our customers work in a solo practice environment and are responsible for financing the conversion from paper to electronic records on their own,” said Paul Rhodes, president and CEO of DecisionBase, Inc. “The Motion tablets are an alternative to fitting each exam room with its own computer because it gives them the portability to move from room to room, access and share files as needed and easily capture electronic signatures.”

### **Become a Motion Alliance Partner Today**

Motion Computing works with a global network of Alliance Partners to develop compelling solutions that are optimized for Motion Tablet PCs and help mobile users further improve productivity. Motion’s Alliance Partner Program develops joint business opportunities with industry-leading software and hardware companies focused in target vertical markets. To learn about becoming a Motion Alliance Partner email [alliance@motioncomputing.com](mailto:alliance@motioncomputing.com).

### **Share Your Solution**

Motion will accept entries for the “Share Your Solution” campaign throughout the year, with winners chosen monthly. To access the entry form or read winner submissions visit <http://www.motioncomputing.com/promotions/index.asp>. To learn more about Motion or its unique line of tablet PCs, please visit [www.motioncomputing.com](http://www.motioncomputing.com).

**Twitter:** <http://twitter.com/MotionComputing>

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### **About Motion Computing**

Motion Computing is a mobile computing and wireless communications leader, combining world-class innovation and industry experience so professionals in vertical industries such as healthcare, field sales and service and government can use computing technology in new ways and places. The company’s enhanced line of tablet PCs, mobile clinical assistants and accessories are designed to increase productivity for on-the-go users while providing portability, security, power and versatility. Motion combines those products with services and unique vertical market knowledge to deliver robust solutions – platforms, peripherals, services and wireless – customized for the needs of a particular industry. For more information, visit [www.motioncomputing.com](http://www.motioncomputing.com)

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