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Motion Computing Expands Partner Program, Streamlines Product Offering and Initiates Price Reductions

Three-tiered program delivers new entitlements and features enhanced partner support to meet the needs of a diverse, growing partner base

Austin, TX, January 22, 2008 — Motion Computing®, a leader in mobile computing and wireless communications, today delivered a set of strategic enhancements to its U.S. partner program. The recent changes are based on feedback from existing partners and are designed to help a diverse base of resellers and distributors more easily deliver the right Motion™ products and services to meet a broad range of mobile computing needs.

With these changes, Motion continues its commitment to build and support a worldwide partner network of value-added resellers, distributors, and integrators that deliver complex solutions to address the workflow, infrastructure and applications that support highly mobile environments. As a result, Motion's partner community now accounts for more than 90 percent of worldwide sales.

“Our reseller partners are the lifeblood of Motion, so we are committed to creating programs that provide exceptional support and help them continue to deliver the industry's best solutions,” said Mike Stinson, Motion vice president of marketing. “True to our roots, Motion will keep investing with industry-leading ISVs, resellers and distributors to develop and deliver solutions that continue to redefine mobile computing.”

Motion's enhanced partner program now includes three tiers to better address the needs of its partner community. In addition to existing programs, such as a secure partner portal for sales tools and support and dedicated inside and field sales representatives, partners will have access to a variety of additional benefits based on revenue performance, including:

- Participation in lead distribution programs;
- Invitation to the new annual Motion partner conference;
- Participation in volume incentive rebate programs;
- Access to marketing development funds;
- Exclusive, custom marketing promotions.

“Motion provides complete solutions to specific vertical markets such as health care and field force automation,” said Roger Kay, founder and president of Endpoint Technologies Associates. “To improve delivery of these solutions — comprised of hardware, software, and services — the company is in the process of developing well-motivated partners that understand Motion's products, value proposition and strategy.”

As part of its commitment to helping partners more easily stock, sell and deliver the best slate PC solutions available, at a competitive rate, Motion is also announcing two new changes to the LE1700 family of tablet PCs.

- **SKU simplification.** To simplify product offerings and help channel partners more effectively recommend the most popular product configurations to end users, Motion has reduced its number of SKUs related to the LE1700. Similar changes will be applied to additional Motion products throughout the first half of 2008.
- **Price Reduction.** Motion has implemented price reductions that amount up to approximately \$400 on select configurations. These include \$200 on 2GB memory upgrades, \$300 on 4GB memory upgrades and \$50 on the upgrade from a standard display to a View Anywhere[®] display (VAD).

“Allegiance Technology Partners has realized many benefits from Motion’s partner program over the years, and we are excited that the program is evolving as Motion grows and changes its product offerings,” said John Hill, CEO and founder of Allegiance Technology Partners. “Motion’s commitment to the success of its partners is both refreshing and rewarding.”

Motion delivers its solutions through its international network of distributors, Tech Data, Synnex, and Seneca Data and more than 1,400 value-added resellers, including Cerner Corporation, CDW, Complete Tablet Solutions, McKesson, Paradise Computers, PC Connection, and Quatro Systems. These solutions improve the productivity of the mobile professional by combining innovative slate tablet PCs with specific hardware, software, accessories and services that are best suited for particular vertical industries and end-user needs. For more information on Motion’s partner program visit <http://www.motioncomputing.com/partner/index.asp>.

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 complete solutions – platforms, peripherals, services and wireless – customized for the needs of a particular industry. For more information, visit www.motioncomputing.com.

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