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### **Palm Launches Next-Generation Product Subbrands: Unveils Tungsten and Zire Strategy**

**MILPITAS, Calif., Sept. 23, 2002** -- Six years after pioneering the handheld market, Palm, Inc. (Nasdaq: PALM) today defined a new era in handheld computing with the creation of two distinct subbrands for its portfolio of handheld products -- the Tungsten™ and Zire™ families. Tungsten products will provide powerful solutions for mobile professionals and enterprise work forces; Zire handhelds will provide affordable options for individuals to organize their busy lives.

Also today, in a separate press release, Palm announced the first product in its Palm Tungsten line, the Tungsten Mobile Information Management Solution. The Tungsten MIM Solution offers enterprises a complete and secure wireless email and groupware access solution. Mobile work forces now can enjoy secure, wireless access to corporate email, calendars, contacts, memos, to-dos and data from a Palm™ handheld. For details, please click on <http://www.palm.com/enterprise>.

"What a student or a suburban supermom wants from a handheld is fundamentally different from what an IT manager or a road warrior expects," said Todd Bradley, president and chief executive officer of Palm Solutions Group. "We're serious about delivering what matters most to both groups: that's what Zire and Tungsten are all about."

The Palm Tungsten product line will include industrial-strength handheld hardware and software solutions for mobile professionals and serious business users. These solutions will use cutting-edge wireless and mobile technologies to solve complex technology problems for IT managers seeking to deliver secure data to mobile work forces.

The Palm Zire product line will offer snappy personal products that get straight to the point for individuals. With 50 percent fun and 50 percent take-charge ingredients, Zire handhelds are simple, approachable and easy-to-use for people balancing personal, professional or academic lives -- or all of the above.

The first handhelds under the Tungsten and Zire names are expected to be available this fall. Based on the industry-leading Palm OS® platform, both product lines will combine new industrial designs with the classic Palm functionality that has made Palm products the world's favorite handhelds.

This year, sales of Palm OS handheld computers to consumers are predicted to reach nearly 5 million units, again surpassing all other platforms by a large margin. Further, sales of handheld computers to enterprises are expected to account for the biggest growth segment in the market (IDC, June 2002). Palm has shipped more than 18 million Palm-branded handhelds worldwide to date.

### **和奔迈 Palm 有关的一些事实**

- Palm 早期的领导者，至今仍然积极参与公司营运——Jeff Hawkins 协助制定 Palm 产品发展方向。Donna Dubinsky 仍为董事会成员之一。至于现任 Palm 的总裁兼行政总裁 Colligan 先生，更是公司的第二十位员工。
- Palm Pilot 万用记事本产品推出上市 18 个月，销售量就已突破 100 万台——市场接受速度远超过 IBM PC、Macintosh，甚至微波炉。
- 原创的 Pilot，是第一部可搭配 PC 使用的移动化装置，因此能让客户将信息同步化，随身携带。
- 第一部 Pilot 使用和标准交通号志类似的处理器，所以很省电，只要两个 AAA 电池就可操作（电力可维持 3 个月）。
- Palm 产品深入人们日常生活，不仅在百老汇剧场、好莱坞主流电影、真实电视剧、纽约客(New Yorker) 卡通当中，均可发现其踪影，同时更活跃于结婚喜宴场合之中。
- Palm 开辟出新天地，更创下多项业界第一的纪录——包括业界第一部整合无线技术，可收发电子邮件和上网的掌上电脑，以及第一部售价低于人民币 800 元 (US\$99 )的彩色掌上电脑。

### **关于 Palm, Inc.**

Palm, Inc.,——掌上电脑系统的领导厂商——一直以提升掌上电脑系统的功能为职志，让人们可以随时存取和分享最重要的信息。该公司针对一般消费者、

移动化专业人士，以及商务人士推出的产品，包括 Palm<sup>®</sup> 掌上电脑、Palm<sup>®</sup> Treo<sup>™</sup> 智能手机、Palm<sup>®</sup> LifeDrive<sup>™</sup> 移动生活家，还有软件、服务以及配件产品。

Palm 产品通过特定网站、零售商、经销商，以及无线网络运营商营销全球各国。

如欲进一步了解 Palm, Inc. 的相关信息，请连结至下面的网址查询：  
<http://www.palm.com/cn>。

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