

Sohoware Integrated Wireless MDU/MTU Solutions are Gaining Mainstream Wireless VAR/ISP Adoption

Sohoware Delivers superior value to channel partners through "Modular Customization" of its solution and On-Demand Direct-to-VAR Support

Santa Clara, CA. November 28, 2006 – Sohoware, Inc., a Wireless LAN technology pioneer and recognized as a key vendor of Business Wireless Networking by prestigious WLAN market research firms such as In-stat, announces that its Integrated Wireless MDU/MTU Solutions launched in January 2006 have received mainstream Wireless VAR/ISP adoption. The key factors generating this rapid adoption are the innovative "Modular Customization" approach and an outstanding On-Demand Direct-to-VAR support solution.

Modular Customization, a revolutionary business concept first proposed by Dr. Steve Haeckel, an ex-IBM business scientist credited for the creation and development of the "Sense and Respond" managerial framework, to help businesses cope with the increasingly unpredictable and customer-centric business environment. Wireless VARs and ISPs are becoming growingly frustrated with the WLAN vendors' traditional "tech-centric Make-and-Sell" Push type model. Replacing this is the Sense-and-Respond "Customer Centric" Pull-oriented business model with Modular Customization being the enabling solution to provide application specific solutions, striking a sound balance between full customization incurred costs and mass production driven economy.

Sohoware's OACIS Wireless Networking Open Architecture and the accompanying Wireless solutions portfolio adhere to the Modular Customization principles. Its Wireless MDU/MTU solutions consist of three interoperable subsystems; Wireless Access, Wireless Subscriber Management and Wireless Security. Each subsystem encompasses models optimized for different scale of deployment.

Sohoware's AeroGaurd MIMO WLAN Switch/AP is another similarly unique solution well positioned for large wireless MTU applications due to its superior MIMO RF performance and embedded WLAN Switch capability for centralized WLAN management. For outdoor Wireless applications, the AeroExtend point-to-multipoint Wireless Bridge/AP and AeroMesh VoWiFi capable Mesh solutions can be tailored to match customers' price/performance/feature considerations.

The AeroGate Wireless Subscriber Management solution consists of WLH3000 for wireless hotspot and WLH6000 for large hotel and MDU/MTU. The BroadScan Wireless Security family consists of SCN200, SCL1200, SCL2000, and SCL3000, allowing the implementation for a fully secure Wireless deployment from any small and medium business as well as a large MDU/MTU.



In addition to the Business Wireless Networking portfolio, Sohware also provides On-demand VAR-direct support to help its VAR/ISP channel partners project design and solution optimization services to ensure best match between the solution capabilities and the economic considerations of its end-customers. Sohware adopts a Partner-Direct/Partner-centric business policy and focuses exclusively on engaging with value-driven partners.

Ashok Kumar, Sohware's VP of Business Development, stated, "Only through an organic growth of both VAR-Direct channel partnership and modular customization can we both provide the best value to the Business Wireless Networking market where traditional suppliers may find the demand of a sense and respond model too tenuous"

About Sohware

Sohware provides business wireless networking solutions that conform to OACIS open architecture through a Partner-Centric channel model for SMB, hospitality, MTU/MDU property, and campus networks. Sohware solutions offer innovative, business-class features combining the performance, ease of use, and affordability demanded by the growing SMB and Small to Medium Service Provider (SMSP) markets. OACIS portfolio solutions include:

- AeroMesh indoor / outdoor Wireless Mesh with VoWiFi support
- AeroGuard MIMO Wireless Switch and access points
- AeroExtend outdoor wireless bridge and access points
- AeroGate subscriber management appliances
- BroadScan UTM security appliances
- BroadTalX VoWiFi SIP Server

Contacts

Sohware, Inc.
Mike McMahon
Partner Marketing Manager
www.Sohware.com