



*For Immediate Release*

## **Leapfrog Winners Selected**

June 7, 2004 – Calgary, AB – Leapfrog – NEWT’s contest that supports accelerated company development of wireless device, application, and/or system products, has selected three ‘winners’.

Calgary-based **Blister Entertainment** is developing North America’s first location-based game designed to make gaming on cell phones fun and physical. Using GPS technology and written in J2ME, *Swordfish* is a single-player fishing game that has players moving and searching for virtual fish they can then try to catch on their cell phones. *Swordfish* is the first of many location-based entertainment products that Blister Entertainment is developing for mobile carriers around the world. “Testing our products on NEWT’s network will allow for better design of our location-based applications,” said Paul Poutanen, President.

Victoria-based **Integral Biosensors** is developing *CardioBlue™* - a turnkey wireless cardiopulmonary monitoring system with a real-time data acquisition and reporting system. Using a range of Internet-enabled devices, the attending physician can access continuous patient data in real time, which may be crucial to patient survival. Through a web interface, physicians are able to specify a notification list and limits for ECG variables on a per-patient basis so that, when alerts are generated, the appropriate notification protocol can be initiated automatically. “NEWT support will go a long way to further our product development aims,” said Bevan Thistlethwaite, President & CEO. “Leapfrog is valuable to us, particularly in light of the ongoing support NEWT and TRILabs offer.”

Calgary-based **NON-ELEPHANT Encryption Systems (NE2)** is developing the *NE2 PrivacyDrivers™* - a product line of IP communication security solutions, in software and silicon. Built around a new security paradigm that does not require public encryption keys, NE2’s e-cryption™ technology is incorporated into the *NE2 PrivacyDrivers* product line and solves one of the most significant challenges in cryptography...building a secret channel without communicating first in secret. “The access Leapfrog provides to NEWT’s multi-vendor, multi-wireless platform test and development environment will accelerate our ability to bring our *NE2 PrivacyDrivers* products to more markets,” said Kevin Greenwood, VP of Marketing and Sales.

All three projects are expected to be completed in 2004. Each of the winners has acquired free access to NEWT's state-of-the-art test facility, technical development advice, business mentorship, and venture capital exposure – an estimated value of \$30 K per winner.

“Leapfrog offers companies with good ideas an opportunity to move their product into the market more quickly and more smoothly,” said NEWT Lab Director Duane Sniezek. “NEWT's live-air test lab, technical know-how, and business support and mentorship systems can provide that critical leg up on the competition for Leapfrog winners and our industry members.”

#### About NEWT ([www.newt.trlabs.ca](http://www.newt.trlabs.ca))

NEWT (Network for Emerging Wireless Technologies) is Canada's leading wireless tech centre, providing hardware and software development support to suppliers and users of wireless products and services with its lab facilities, test networks, technical staff, and industry contacts. NEWT members reduce product development costs, shorten product development time, increase technical knowledge, and gain competitive advantage through accelerated creation and adoption of wireless technology.

NEWT was established in Calgary in 2002 with 5 founding industry members (HP, IBM, Nortel, Sun, and TELUS), with support from TRILabs, CRC, Calgary Technologies Inc., Alberta Innovation and Science, and Western Economic Diversification Canada. NEWT is a division of TRILabs.

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