



MWA Intelligence Becomes a Sharp Marketing Program Member with the Recent Validation of their Integration Module, embedded Intelligent Device Management™

Ongoing development of advanced M2M solutions for Sharp® equipment and applications worldwide earns MWAI official recognition

Scottsdale, Ariz. — September 25, 2007 – MWA Intelligence, Inc. (MWAI), a leader in remote asset management tools and mobile workforce automation solutions and services, today announced that their embedded Intelligent Device Management™ (eIDM) has been validated for use with Sharp OSA™-enabled multifunctional peripherals (MFPs). MWAI first joined the Sharp Partner Program in 2006 as a Sharp OSA developer, and due to its continued development efforts, has now been officially recognized for its ability to benefit Sharp dealers worldwide.

“We are honored that eIDM has been validated, making MWAI an official Sharp Marketing Program Member and are eager to continue enhancing our solutions suite for Sharp and its dealer community around the globe,” said Michael Stramaglio, President and CEO of MWA Intelligence. “This newly elevated relationship symbolizes MWA Intelligence’s commitment to leading the M2M (machine-to-machine) space with automated systems and services that increase productivity and improve efficiency to drive greater customer satisfaction.”

Through the Sharp OSA Developer program, MWAI has access to the innovative Sharp OSA Developer Kit for creating applications that interact with Sharp OSA-enabled MFPs. The Sharp OSA platform provides a remote interface that allows network applications to control various Sharp MFP functions and interact with users through the operation panel, allowing Sharp devices to be customized and expanded to meet the needs of customer-specific business activities. It allows businesses to connect their MFPs with a wide range of enterprise applications, including document management applications, reporting functions and programs developed internally.

Over time, MWA Intelligence will leverage Sharp OSA technology to deliver a wide variety of remote asset management solutions that enhance the value of Sharp MFPs at the end-user level. Key components of MWAI’s Intelligent Service module such as automated meter reading, automated consumables replacement ordering and automated service call creation will be available to Sharp dealers worldwide.

“These custom applications provide our dealers with the innovative tools to help keep customers happy as needs evolve,” said Tom Davis, Vice President, Marketing Applications Development, Sharp Imaging and Information Company of America (SIICA). “This

collaboration with MWAi will help our dealers ensure that customers maintain an efficient workflow with less service hassle.”

Currently the eIDM solution enables the automation of remote meter reading from all Sharp OSA-enabled devices. eIDM allows the end user to select whether the meter counts are reported automatically at a pre-scheduled interval or on an as-needed basis from a customer-initiated push of a MWAi “Meter Report” button on the MFP’s LCD panel. Using either workflow, the eIDM solution pushes copy/print activity data securely via an encrypted transmission through the MWAi Intelligent Service (IS) server or MWAi DSS server and then directly into the Sharp dealer’s ERP system.

Additional capabilities under development include automated service call creation and automated consumables ordering. With automated service call creation, service organizations will “know before they go,” having equipment status awareness before arriving on site. With this information, Sharp dealers will enjoy more effective parts management, greater field tech productivity and increased success with first-time fixes. And, upon its release, automated consumables ordering will enable remote monitoring of consumables levels and status, as well as direct re-ordering of supplies from the Sharp MFP. In doing so, users will experience virtually uninterrupted printing and minimal system downtime.

About Sharp Imaging and Information Company of America

Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, markets the advanced, color MX Series and a full product suite of workgroup and production MFPs. In addition to being Sharp OSA-compatible, Sharp MFPs feature Scan²™ technology, which scans two-sided documents in a single pass to enhance scanning reliability and preserve document integrity. Sharp Electronics Corporation is the U.S. subsidiary of Japan’s Sharp Corporation, a worldwide developer of one-of-a-kind home entertainment products, appliances, networked multifunctional office solutions, solar energy solutions and mobile communication and information tools. For more information visit Sharp Electronics Corporation at sharpusa.com.

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About MWA Intelligence, Inc.

MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform-independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate company’s unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line.

For more information, please visit: www.mwaintelligence.com.

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