

TeamF1 Partners with EdgeSoft, Promate, Celestial; Expands Sales Presence in Asia Pacific

Embedded Security Software Leader Targets Growing Regional Markets in Korea, Taiwan and India

FREMONT, Calif. – Dec. 19 (SEND2PRESS NEWSWIRE) – TeamF1, Inc., the leader in embedded networking and security software solutions for wired and wireless applications, expanded its sales presence in Korea, Taiwan and India by signing agreements with leading resellers in these markets.



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Under the agreements signed with EdgeSoft (Korea), Promate (Taiwan) and Celestial Systems (India), the three companies will offer TeamF1's complete family of embedded software solutions in these fast-growing Asian economies. TeamF1 selected these resellers after extensive research into the companies' relationships with key local embedded systems vendors and original design manufacturers (ODMs) that design networking products such as security appliances, broadband gateways, IADs/integrated communication platforms, and routers and edge appliances.

"Asia is crucial to the continued success of our company," said Mukesh Lulla,

president of TeamF1. “We selected Promate, Celestial and EdgeSoft based on their ability to build lasting relationships with strategic customers, their deep knowledge of the local market and their proven track records of superior customer support. Building out our network of partners gives us an excellent opportunity to augment our revenue stream and ensure that customers in all geographies have better access to TeamF1 technologies.”

“EdgeSoft is known for the highest standards in choosing the lines it represents, so providing our customers with products from the leader in embedded security and networking was an easy choice,” said H.J. Kwon, president of EdgeSoft, Korea. “With this announcement, TeamF1 is clearly stating its intention to further extend its market reach in the fast-growing Korean market.”

“The market opportunity for TeamF1 products in Taiwan is enormous, due to the high concentration of ODMs,” according to Irving Chen, vice president of Promate. “TeamF1, with its full-featured, advanced turnkey solutions for the SMB space and world-class customer support, will be an ideal partner for ODM companies in our territory. By establishing a local sales and technical presence here, TeamF1 is obviously listening to its customers and responding to their needs.”

Industry veteran Sanjay Raina, president of Celestial Systems, India, said his company is “impressed with the capabilities of TeamF1 and excited to represent its complete range of embedded networking and security solutions in India.”

“TeamF1’s extensive portfolio of leading-edge technologies adds to the range of solutions we can offer our clients.”

TeamF1 currently has reseller channels across North America and Europe. The new agreements enable companies in Korea, Taiwan and India to work directly with their sales representatives from EdgeSoft, Promate and Celestial, respectively, to acquire TeamF1 networking and security solutions. This expansion follows the company’s recent introduction of comprehensive wired and wireless security solutions that already have been adopted by key customers.

About TeamF1:

TeamF1, Inc., is a privately held corporation headquartered in Fremont, CA. TeamF1’s products enable secure management of telecom/datacom and industrial equipment, and provide the infrastructure components needed for switching and wireless products in various market segments. For more information, visit www.TeamF1.com or contact TeamF1 Public Relations at 510-505-9931 or email pr_at_TeamF1.com.

About EdgeSoft:

EdgeSoft Inc. specializes in providing its customers not only with hardware and software components critically needed to design complicated embedded devices, but also with consulting services such as BSP porting and device driver development. The company is located in Seoul, Korea. For more information, visit www.edgesoft.co.kr.

About Promate:

Promate, headquartered in Taipei, Taiwan, focuses on the high value design-in market, offering products to the IT, industrial communications and consumer electronics industries. Promate has offices in all the major industrial hubs of Taiwan. Promate has an R&D team, to help customers shorten their product development cycles. Promate is a publicly traded company with an established customer base. Visit www.Promate.com.tw for more information.

About Celestial:

Celestial Systems Inc., based in Vancouver, Canada, is an established software services company with focus on embedded Linux solutions. The company has software development offices in Bangalore and New Delhi, India. The company works closely with embedded product manufacturers around the world offering products, technical support and integration services for embedded Linux implementations. More information on the company can be found at www.celestialsys.com .

News issued by: TeamF1, Inc.

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Original Story ID: (2343) :: 2006-12-1219-001

Original Keywords: TeamF1 Inc, secure management of telecom/datacom and industrial equipment, security software solutions for wired and wireless applications, Sanjay Raina, Celestial Systems, India, EdgeSoft Inc, Promate, Irving Chen, Mukesh Lulla TeamF1, Inc.