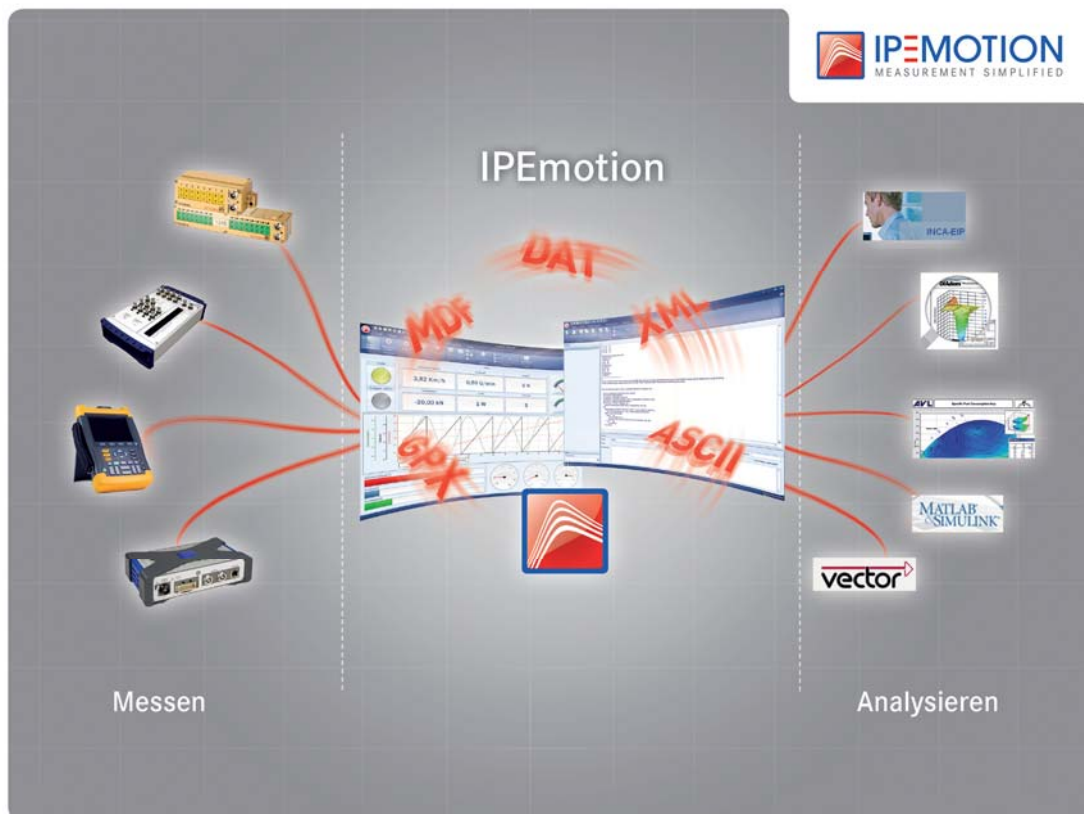


IPEmotion – easy-to-use, next-generation software for acquiring measurement data



IPETRONIK, the world's leading manufacturer of mobile measurement technology in the automotive industry, now offers IPEmotion, innovative, powerful software for online acquisition of measurement data. Intuitive operation and simple integration into any measurement system enable IPEmotion to ensure outstanding flexibility for all types of measurement tasks. This software is available for Windows XP and VISTA platforms and features excellent mobility. It is lean, fast, ergonomic and easy to install. Developers can display measurement values in real time, and the measurement systems can be configured using standardized description files such as CANdb, A2L, LDF, etc. To simplify further processing in subsequent processes or in analysis tools (DIAdem, Excel, etc.), users can store measurement data directly in many common formats.

“IPEmotion will be the standard tool for measurement, storage, configuration, data visualization, and the standard gateway between measurement equipment and data analysis tools,” said Andreas Geh, sales & marketing director at IPETRONIK. “The advantage that this software has over its competitors lies in the fact that IPEmotion’s open architecture makes it vendor independent, and in the fact that its user interface is significantly more intuitive. This tool has arisen out of years of practical experience and has been designed to meet real world needs. Furthermore, we offer an extremely attractive pricing and licensing policy.”

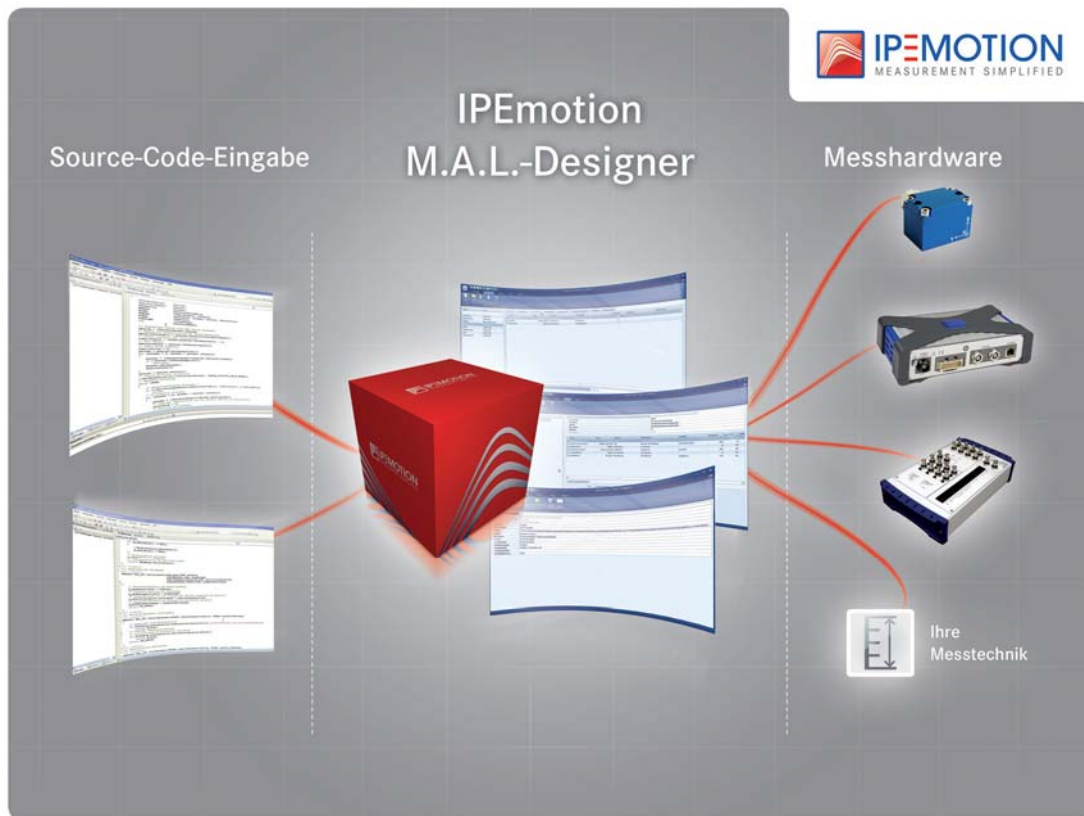
IPEmotion is based on the .NET platform to make the best use of Microsoft Windows capabilities.

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The software offers excellent configuration freedom, which enables customization to match specific user needs. It features a modern plug-in design for connection to external data sources, storage medium, and a standard open communication interface to external processes.

Regardless of the type of measurement device the user wants to employ – IPEmotion is open for all. Innovative program libraries (Manufacturer Application Layers, M.A.L.s) ensure seamless communication with any type of measurement hardware. Several important M.A.L.s for National Instruments, HBM and DEMO plug-ins will be made available with the introduction of the standard distributions of IPEmotion. Additional M.A.L. developments will be created within the framework of an online community (forum.ipemotion.com). The M.A.L. concept is based on the open-source architecture, which means that users can develop their own M.A.L.s with the aid of the freely available M.A.L. designer program and then share them online. Important M.A.L. developments will be certified by IPETRONIK and added to the standard distributions. IPETRONIK provides support and service for certified M.A.L.s.



IPEmotion is completely new measurement software that implements the full range of expertise in the field of measurement technology while simultaneously leveraging that latest software methods and tools that are available in the Windows environment. The development work was based on the principles of modern ergonomics and modularity. This provides users with crucial benefits and creates unique features.

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IPEmotion's most important functions include:

- **OneClickAcquisition:** Automatic detection and configuration of measurement modules at the click of a button.
- **LiveAdaption:** Adaptation of the visualization/scaling during an on-going measurement.
- **EffectiveView:** Direct viewing of what is being measured during an on-going measurement, within the same software interface.
- **M.A.L.Plug-in:** Simple, vendor independent integration of measurement systems thanks to the use of plug-in technology and the open-interface concept (M.A.L.).
- **InterSynchrony:** Precisely synchronous data timing across all interfaces and devices being used.
- **DirectFormat:** Direct storage of measurement data for subsequent analysis processes for most conventional formats.
- **DualAutomation:** Two completely integrated automation methods for easy, automated operation and complex automation processes.
- **DirectSupport:** Integrated generation of support data for fast troubleshooting if problems should arise.

IPEmotion is available in four editions: IPEmotion BASIC Edition is the free version for configuring measurement hardware. It also supports online visualization, signal recording, and data analysis of up to ten measurement variables. The BASIC Edition is sufficient for configuring measurement devices, as well as, performing quick tests, simple measurement and verification tasks. IPEmotion STANDARD Edition (990.-- Euros*) is suitable for extensive measurement applications and offers convenient data handling, such as importing DBC files and storing data in the CSV, Excel 2003 XML, and DAT formats. The STANDARD Edition supports online visualization, signal recording and data analysis for up to 256 channels. IPEmotion PROFESSIONAL Edition (2,490.-- Euros*) is the professional solution with extensive import and export functions for all those who employ demanding measurement technology. It supports an unlimited number of channels and includes extensive control-unit protocol functions and macro automation. IPEmotion DEVELOPER Edition (4,990.-- Euros*) is the full version for automation development. It can generate runtime licenses and supports an unlimited number of channels, as well as, extensive import and export functions. A service contract is mandatory for the PROFESSIONAL and DEVELOPER editions. This contract includes all future software updates.

Andreas Geh comments: "We would like all users to profit from this revolutionary software product, as soon as possible. That is why we are offer a free 30-day test for IPEmotion. This enables all potential users to thoroughly examine this measurement data software in their own applications and estimate its value."

Detailed product information, information about the latest developments related to IPEmotion and the free download software will be available at www.ipemotion.com beginning on 02 March 2009.

* (The prices cited here are recommended retail prices and do not include the applicable Value Added Tax)

About IPETRONIK

Since its founding in 1983, IPETRONIK GmbH & Co.KG has had a significant technological impact in the automotive mobile measurement field. Today Ipetronik is one of the world's leading companies in this sector. For years, car manufacturers have relied on the high dependability, precision, and availability of IPETRONIK products and services. The comprehensive portfolio of measurement modules, data loggers, sensors and software are not matched by other companies in this field. IPETRONIK is known for high precision modular measuring equipment, and expertise in analog measurement technology. This expertise includes in depth knowledge of automotive data busses, automotive data bus communication protocols, and automotive control units. IPETRONIK is the technology partner of the automotive industry, through continuous expansion of the Consulting/Engineering division for vehicle test equipment. This includes general testing and on, as well as, off road test runs, with an emphasis on vehicle air-conditioning and thermal management. At the Baden-Baden headquarters, about 100 employees are dedicated to develop innovative solutions that are produced in Germany. IPETRONIK backs up its claim of global sales and support with local customer care through its own subsidiaries and branch offices in France, Sweden and the USA, and with a growing, worldwide distribution network.