

## FOR IMMEDIATE RELEASE



OOO Inc. launches the new e2 in Australia  
Distributor Tegatech Australia gets Official Approval for OOO e2 Distribution



Monday, September 24, 2007– Tegatech Australia, a leader in the Ultra Mobile PC space, has today been given Official approval to distribute the new OOO e2 Ultra-Mobile PC (UMPC) to its channel of Authorised Resellers. In a move to expand its current relationship with OOO Inc. the launch of the OOO e2 is the first of its kind in the Australian & New Zealand Marketplace.

“Our commitment to Distributing UMPC and Tablet PC specific hardware in Australia and NZ has brought us to this point,” said a Tegatech representative. “We’re excited about the role and are placing as many resources available to ensure its success. The fact that the role has been given to us is a huge plus.”

Meanwhile OOO is reported to be pleased with the decision as UMPC sales made by Tegatech resellers are starting to see significant numbers. Given the penetration that Tegatech Australia has in Australia and New Zealand, OOO is looking to leverage off of that and establish a solid presence for the newly released e2. With base model configurations shipping with 1.5GHz/1.0GB/60GB XP Pro, the e2 is sure to please; the top of the range is a best of breed in Australia as it now ships with a Solid State Disk (SSD) HDD and new 1.6GHz Processor as standard.

The e2 is the world’s smallest Vista capable computer and includes key features such as a slide down keyboard. With RRP prices starting at \$2,440 the OOO e2 will satisfy resellers with its great margins. Authorized resellers can log in and get access to pricing immediately. Those not yet authorized can call Sonia Zofrea at 02 9400 566 to commence the Authorisation process.

OOO Vice President in Sales, Fred Bowes, expressed excitement surrounding the Tegatech partnership and particularly liked the fact that Tegatech Resellers tended to focus on Corporate, Government and Vertical markets, more so than highly overpopulated retail sector.

### About Tegatech Australia

Tegatech Australia is the only Tablet PC specific Distributor in the Australia/NZ marketplace. By focusing so heavily on the Tablet PC form factor Tegatech has enhanced the Reseller experience via a commitment to training and support. Close ties to Microsoft creates a synergy that allows resellers to grow and enhance their presence in the Tablet space.



Established in 2003 Tegatech is now seen as a market leader in the Tablet PC arena. By targeting resellers-only Tegatech has grown from strength-to-strength. Via strategic reseller partnerships that focus on vertical markets, and the corporate sectors, Tegatech is creating a groundswell of interest. For more information regarding the range contact Principal Hugo Ortega.

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