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## International Footwear Giant Selects Janam's Mobile Computers

*Bata Deploys Janam's XP30 to Manage Inventory and Enhance Customer Service*

**WOODBURY, New York – December 10, 2009** - Janam Technologies LLC, a leading provider of rugged mobile computers that scan barcodes and communicate wirelessly, today announced that Bata Italy, a leader in the production and sale of footwear, chose Janam's XP30 rugged Palm OS®-based mobile computers to run barcode scanning applications throughout the company's network of stores in Italy, Switzerland, Spain and Portugal.

With a network of 4,600 direct sales outlets and 50,000-plus independent retailers, Bata is one of the world's largest shoe manufacturers and retailers. The company's mobile inventory and in-store solutions are mission-critical. The company relies on an end-to-end technology solution developed by Maxima, a premiere mobile solution provider to the retail fashion market, to increase productivity, streamline processes, bring critical information to the front line and support Bata's commitment to provide customers with great value and the best possible service.

The small, light, rugged, Palm OS-based XP30 met all of Bata's hardware selection criteria. In addition, several features made the XP30 a shoe-in for Bata. Among these were the color screen, long battery life and omni-directional scanning, which allows a user to scan a barcode from any orientation.

"Many companies like Bata are invested in barcode-scanning applications for the Palm OS platform," said Harry B Lerner, CEO of Janam. "These cost-effective solutions continue to deliver tremendous value, and with Janam's XP Series, companies around the world are preserving their investment in applications and work processes. We are very pleased that Bata selected the XP30 to extend its proven solution with updated, more powerful, fully-featured hardware."

The XP Series from Janam is the only rugged, mobile computer that scans barcodes and combines Palm OS Garnet®, numeric keypad option, user-accessible memory, NAND flash memory backup, USB connectivity, extended capacity battery option and, in WLAN versions, WiFi Protected Access (WPA) wireless security. All XP Series products meet IP54 sealing requirements, survive drops to concrete from 4' to all six sides and weigh less than 10 ounces.

### **About Janam**

Janam Technologies LLC is a provider of rugged, handheld computing devices for mobile workers. Janam combines deep industry knowledge with advanced technologies to deliver products and accessories that increase productivity, reduce costs and improve customer satisfaction. Specializing in purpose-built mobile computers that scan barcodes and communicate wirelessly, Janam offers products that are designed to run mission-critical applications in retail, healthcare, hospitality, manufacturing and logistics. For more information, visit [www.janam.com](http://www.janam.com).

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## **About Bata**

Bata is one of the world's leading footwear retailers and manufacturers with operations across five continents. Bata's strength lies in its worldwide presence. While local companies are self-governing, each one benefits from its link to the international organization for back-office systems product innovations and sourcing.

Bata Italy has been operating since 1931 and is a leader in the footwear sector in Italy. The company operates a network of stores throughout the national territory. The network includes City Bata, Bata Superstore, Bata Factory Store and Athletes

For more information visit [www.bata.com](http://www.bata.com)

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