



## **CipherLab Launches New Website, Delivers AIDC Industry Insight for Improved Customer Support**

*In-depth information helps CipherLab customers around the globe with AIDC and mobile computer deployments*

**Taipei, Taiwan — June 14, 2007** — CipherLab (Taiwan OTC: 6160), a leading innovator in Automatic Identification and Data Capture (AIDC) for the retail, warehouse, healthcare, government and distribution markets, today launched an easy to use website that goes beyond CipherLab product information to the delivery of workable solutions for AIDC operating issues faced by customers, resellers, partners and others. At [www.cipherlab.com](http://www.cipherlab.com), visitors can now take advantage of CipherLab's considerable industry experience and insight to resolve real-world AIDC deployment problems.

“As a global AIDC industry leader, CipherLab wants to share its depth of knowledge with its constituents,” said Stephen Gong, President of CipherLab. “The new website is specifically designed with the user in mind, and is dedicated to people with problems to solve, questions to ask, or who just want to get to know us better. It's a resource that is available via the Internet to anyone, anytime, from anywhere in the world.”

The website pulls together CipherLab's diverse product and company information into a single repository with jump links for user convenience. Over the next few months, CipherLab will add a compendium of resources to the site, including:

- Case studies showing vertical industry problems and AIDC solutions
- Downloadable software, firmware and technical bulletins
- Hyperlinks to local contacts in regions throughout the world
- Investor information on the company's progress, including financial reports

CipherLab's new website will serve as a key resource in the company's global AIDC initiatives, providing customers with specific product details, service information and industry insight, while investors and other audiences can readily learn about the company's latest news and larger initiatives. CipherLab channel partners will also be able to use the site to access marketing materials, including product photos, ads, brochures and tailored promotions for specific markets in multiple languages. Added CipherLab's Stephen Gong, “This new website provides a strong communication platform between CipherLab and our fast-growing global audience.”

### **About CipherLab**

CipherLab is a global leader in the design, manufacture and marketing of AIDC (Automatic Identification and Data Capture/Collection) products and systems. The company's mobile computers and scanners are integrated into the networks of some of the world's best known logistics, retail, distribution, government installations and

healthcare companies, helping them run more efficiently and effectively onsite and on the road. Headquartered in Taipei, Taiwan with North American offices in Plano, TX and operations in EMEA, the Americas, Asia Pacific and China, CipherLab is publicly traded on the Taiwan stock exchange (Taiwan OTC: 6160). More can be found on the web at <http://www.cipherlab.com>.

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