Press information

Nocom AB (publ), Kristallen, SE-754 51 Uppsala, Sweden, Phone: +46 18-65 55 00, Fax: +46 18-65 55 55
www.nocom.com

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Nocom strengthens product portfolio for security solutions:

iCognito's PureSightä prevents unwanted surfing at workplaces and schools

Nocom is expanding collaboration with iCognito to include the Swedish market. The two companies are already working together in Norway. Nocom will handle Swedish sales via partners and dealers, and provide their channel with marketing and technical support for iCognito's products.
iCognito is a leading provider of Web filtering solutions. Its flagship product PureSight helps businesses, public authorities, organizations, schools and libraries to manage Internet usage. PureSight's unique technology identifies and manages access to Web pages with content such as pornography and gambling.

"Many businesses and schools have understood the importance of managing Internet usage. In part, it's about increasing productivity and optimizing bandwidth utilization by preventing the downloading of films and MP3 files, for example. But it's also about shielding young people, for example, from unsuitable material," says Nocom's Peter Lämber.
"PureSight is the only product on the market that can handle the rapid rate of change on the Internet."

PureSight is available in versions especially adapted for businesses, schools, homes and Internet service providers (ISPs). iCognito's technology, ACR™ – Artificial Content Recognition, is a set of artificial intelligence algorithms that can analyze content of the entire Internet on-the-fly, thus making the solution far superior to other methods of identifying Web page content. Businesses and organizations can now easily block unwanted surfing without comparing Web pages against static databases, which quickly become outdated and only cover a small fraction of the Internet.

"We are looking forward to expanding our collaboration with Nocom, which has an excellent network and solid contacts in Sweden. Software for effective Web filtering is increasingly in demand and has considerable potential in the Scandinavian market," says Michael Isakov, Director of Business Development for iCognito.

For more information, please contact:
Peter Lämber, COO, Nocom
cell: +46 708-65 53 10
e-mail: lamber@nocom.se