

Artemis Solutions Group (ASG) and its Partners Announce ClipBio[™] Pro Software Feature Enhancements and the Elimination of 'Trial Ware' Software

Artemis Solutions Group, ASG announced today that it is eliminating "Trial Ware" on the ClipBio[™] Pro 1GB Fingerprint Flash Drive Software, including iQBioSync[™] which will now be included with the product for no additional charge.

Freeland, WA (PRWEB) June 16, 2006 -- As a global biometric solutions provider and in a dramatic break with traditional practices in the flash drive and computer industry, Artemis Solutions Group is eliminating the "Trial Ware" or "Demo Ware" software model and is including full featured and licensed software with their ClipBio[™] Pro 1GB Fingerprint Secure USB Smart Drive at <http://www.clipbio.com>.

Traditional vendors in the computer and USB flash memory markets, offer either a 7, 15 or 30 day trial of their most useful software and then require the user to purchase this software at a premium of \$29.95 - \$59.95 per program or in an even more profitable option for the vendor - through an annual subscription agreement.

"This software licensing model is incredibly profitable for the hardware vendor because they are able to present their product as a complete solution at a great price point, while disguising the full cost of the entire solution to the end customer.

Most consumers when they purchase a computer or flash drive with bundled software assume that they are purchasing a fully functional license for the software that is listed very prominently on the packaging. Often, in an obscure location and in extremely fine print on the packaging these manufacturers include the verbiage informing the customers that this software is "trial" or "demo" software and that the user will incur an additional fee for continued use, but most customers don't read these disclaimers. They only see the advertised functionality.

The dirty little secret in the hardware industry is that when the consumer upgrades the trial version of the software at a substantial cost through the software vendor, the manufacturer or distributor is frequently paid a royalty or commission on the purchase directly from the software manufacturer, thus improving their profit margin while not showing the full cost to the consumer - until after the sale.

The trial ware practice is pervasive throughout the entire computer and flash drive industry and we believe that this practice is disingenuous to the customer and often hides the true cost of operation to the user.

When a customer buys a portable flash drive at \$129.95 and then has to pay \$40-60 in additional software costs to get the full advertised functionality, we believe this practice inherently violates the trust that the client places in these companies brands and their advertised products." - states James Childers, CEO of ASG

iQBio, Inc. (www.iqbio.com) is ASG's global branding identity and the new iQBioSync synchronization utility is the first software product to be marketed under this identity specifically for the ClipBio family line and the iQBioDrive to be released shortly.

ASG's iQBioSync software offers the customer built-in functionality and synchronization capability with any Windows 2000 or XP PC. The customer can then take the ClipBio Pro with all of their data loaded and attach it to any PC to use as their own without leaving a trace on the host PC.

The iQBioSync software has been customized for ASG by Dmailer, a French company that specializes in mobile device applications and synchronization. The retail value of the iQBioSync software is \$39.95, and is currently offered in several flavors by other device manufacturers.

The iQBioSync software will be included on each and every ClipBio[™] Pro at no additional cost.

Lucas Leonardi, General Manager, Dmailer (www.dmailer.com) states - "iQBio is taking the concept of portable secure device to a new level, empowering it with iQBioSync[™] software designed by Dmailer that can make people productive on the road.

Now, you can leave your laptop at home but still carry all of your essential files and business resources.

Connect your BioCert ClipBio to most any PC in a hotel, office, school or Internet café and you're instantly up to speed with the data that you need."

In addition to the iQBioSync PC software, the ClipBio Pro 1GB will be available at \$129.95 through the company's website at www.clipbio.com including many popular portable open source freely distributable portable applications including -

- OpenOffice.org - Fully functional word processor, spreadsheet, database and presentation program.
- Portable Firefox - Web Browser
- Portable Thunderbird - Email Client
- Calendar extensions for Thunderbird and Firefox
- Portable ClamWin - Anti-Virus
- Portable Miranda IM - Mobile Instant Messaging
- Portable Media Player - VLC
- Portable Image Editor - Portable GIMP
- Portable HTML Editor - Portable NVU
- Additional Applications available for download through www.clipbio.com or at www.portableapps.com

Mr. Childers Continues - "The ClipBio Pro is absolutely one of the most full-featured, secure portable devices on the market and represents an outstanding value to our clients. Customers should expect additional news and downloadable features on this product very quickly. Everyone that sees it says it is a winner."

Press Contacts should be directed to:

Celeste Grannum
Press Liaison
PO Box 403
Freeland, WA 98249
800-519-8800 x 2111

About Artemis Solutions Group & iQBio, Inc. (www.iQBio.com) - ASG (www.artemis-usa.com) is a closely held, private security firm specializing in fingerprint biometric and smart card security solutions. With offices in the US, EU, UK and Canada, ASG sells directly and through its global network of resellers and system integrators best of breed biometric and smart card security systems to small & medium business and local



government agencies throughout the world. ASG's related company iQBio is tasked with design, supplier relations, manufacture and OEM manufacturing oversight and global sourcing, distribution and logistics of its solutions.

ASG markets a range of computer, software and consumer products under its properly registered and owned trademark BioCert® and BioSaf® through a network of domestic and international resellers and extensively on the Internet through their owned and operated websites.

About Dmailer (www.dmailer.com) - Located on the French Riviera and created in 2001, DMAILER is a privately held development and technology licensing company specialized in portable BACKUP & SYNCHRONIZATION software solutions for all sort of mobile devices (USB flash drives, Hard Disk drives, SD cards, mp3 players, iPods etc.). Our Mission is to provide the most innovative and best-in-class portable BACKUP & SYNCHRONIZATION software solutions for mobile device owners. We intend to be the leader in added value software for USB flash drives and mp3 players.

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Contact Information

Celeste Grannum

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<http://www.iqbio.com>

800-519-8800