



Handspring, Inc. Background Information 2003

Founded

August, 1998 by Jeff Hawkins, Donna Dubinsky and Ed Colligan

Mission

Our mission is to be the leading innovator of personal communications solutions for a broad range of people and markets.

Handspring believes the future of personal computing *is* personal communications. Every day, we rely on computing and communications tools to keep us connected to each other, in our work and in our personal lives. And now more than ever, computing and communications are coming together in a way that affords great new possibilities, for today and for the future. Handspring is a leading innovator at the intersection of these two industries.

Because of our desire to stay connected, we can benefit greatly from personal devices that offer multiple means of communication, spanning voice, email, messaging, and web browsing. But just putting these functions together in one device isn't enough. The resulting products must be elegant. They must significantly improve on traditional phone capabilities and PDA designs. They must delight discriminating consumers, meet the needs of a sophisticated mobile workforce, and capture the imaginations of developers that can add even greater functionality through inventive solutions. And they must do so in a pocketable, desirable package.

Industry opinion leaders predict tremendous growth in such wirelessly enabled handsets in the coming years. Cahners In-Stat estimates that more than 1.5 billion handsets and PDAs will be equipped with wireless data capabilities within two years. The Gartner Group estimates there will be almost 800 million wireless data users by 2004. This represents significant opportunity for companies bringing the right solutions to market.

Handspring is focused on this opportunity. Our flagship product family, Treo, is the first realization of a strategic direction that was defined four years ago by our founders: wireless communicators that combine the intuitiveness of Handspring's user interface design, the simplicity of the industry-leading Palm OS, and the power of high-speed networks for delivering a new class of services that make people's lives easier. Handspring has assembled a world-class team of wireless designers, engineers and marketers to continue to fulfill our mission.

Handspring is well positioned for leadership in this exciting new category – through innovative design, innovative practices, and innovative products.

Products

Treo Family

Treo is a compact mobile phone and Palm OS organizer that can send and receive email and short messages, and browse the web. Built-in QWERTY keyboards make sending email, messages, and dialing the phone fast and easy. Treo communicators are available in two models with bright color displays - The Treo 270 worldphone with service available from over 30 wireless service providers worldwide, and the Sprint Treo 300 designed for Sprint's nationwide all-digital PCS Vision network in the United States. A monochrome version, the Treo 180, is also available.

Treo communicators are designed to take full advantage of today's high-speed GPRS and 1xRTT networks, and offer a rich portfolio of tightly integrated communications applications that make your data more accessible and more useful than on any other product. Over-the-air activation, automated wireless data configuration and seamless interoperability between the phone, email, messaging and web applications make Treo an ideal solution for today's discriminating on-the-go professionals.

A non-wireless, entry-level version of the Treo, the Treo 90, is also available – featuring the same built-in thumb keyboards and including a Secure Digital (SD) expansion slot for adding memory, content and games. The Treo 90 is one of few devices available that supports SD I/O for use with expansion cards that offer wireless connectivity to other devices or networks. More information on Handspring's Treo family is available at www.handspring.com/products.

Wireless Applications and Services

Treo Mail

Treo Mail, a wireless email service available exclusively for Treo Communicators, provides mobile, secure access to desktop email. It works on both worldwide GSM/GPRS networks as well as CDMA/1xRTT networks. It is compatible with all Treo communicators and is optimized to work seamlessly with Treo's application suite and hardware features like Treo's QWERTY thumb keyboard and rocker switch. Treo Mail offers flexible, customizable delivery options to fit a variety of personal preferences that let users control when and how they send and receive email while away from their desktop computer. Customers can also access, read and compose email on Treo while talking on the phone. Treo Mail offers 128-bit SSL encryption ensuring that email is delivered to and from Treo safely and securely.

Treo Mail is available in Corporate Desktop Edition for use with Microsoft Outlook/Exchange, Lotus Notes or POP 3 email accounts located behind a corporate firewall, and Internet Edition for use with Internet-accessible email accounts.

Blazer Web Browser

Handspring's Blazer® web browser provides fast access to the widest range of web sites – both full Internet sites as well as those optimized for handheld computers and mobile phones. Blazer supports multiple Internet standards, including HTML, cHTML and WAP and incorporates 128bit SSL encryption technology to provide safe access to secure web sites. Blazer allows secure access to web-based email, and is optimized for making purchases and accessing personal accounts and information.

Sales & Distribution

Handspring's primary distribution channels include retail, direct via telesales and Handspring.com, carrier partner distribution channels including carrier-branded stores and third party retail outlets, and enterprise distribution through a value-added reseller network.

Handspring has a nationwide enterprise sales team of over 40 people in cooperation with MarketLink and a diverse set of solutions partners that are dedicated to selling Treo into the enterprise customer.

Handspring's products and accessories are available across Europe, the Middle East, Asia Pacific, Australia and New Zealand through our international Web sites and local retail stores. To find out more about Handspring's international efforts, go to the Handspring website and click on the International Sites icon. See the respective areas of our website to learn more about our distribution and sales partners.

Treo: Certified on Wireless Networks Worldwide

Asia:

China Mobile (China), Singtel, Starhub, M1 (Singapore); CSL, Smartone, New World, Orange (Hong Kong); Maxis, DIGI, TimeCel, Time (Malaysia); FarEastTone, Chungwa Telecom, KG Telecom, Taiwan Cellular (Taiwan); AIS, DTAC (Thailand); Globe, Digitel (Philippines)

Australia & New Zealand:

Vodafone, Optus, Tels tra (Australia), Vodafone (New Zealand)

Europe:

One (Austria); Proximus (Belgium); Sonofone (Denmark); Sonera (Finland); Orange, (France); Debitel (Germany); Digifone (Ireland); Tele2Europe (Luxembourg); Telfort (Netherlands); Netcom (Norway); Optimus (Portugal); Europolitan, Telia (Sweden); Orange, Swisscom (Switzerland); Orange, O2 (UK)

Latin America & South America:

Telcel (Mexico, Brazil)

Middle East:

Cellcom, Orange (Israel)

North America:

AT&T, Cingular, Sprint, T-Mobile (United States); Rogers AT&T, Microcell (Canada)

South Africa:

MTN

Executive Team

Donna Dubinsky, Chief Executive Officer
Ed Colligan, President, Chief Operating Officer
Jeff Hawkins, Chairman, Chief Product Officer
Bill Slakey, Chief Financial Officer
Celeste Baranski, Vice President, Engineering
John Hartnett, Vice President, Worldwide Operations
David Pine, Vice President and General Counsel
Greg Woock, Vice President, Worldwide Sales
Joe Sipher, Vice President, Worldwide Marketing
Kendall Fargo, Vice President, Business Sales
Tricia Tomlinson, Vice President, Human Resources

Board of Directors

Jeff Hawkins – Chairman and Chief Product Officer, Handspring, Inc.
Donna Dubinsky – Chief Executive Officer, Handspring, Inc.
John Doerr – General Partner, Kleiner, Perkins, Caufield & Byers
Bruce Dunlevie – Managing Member, Benchmark Capital
Mitchell Kertzman – Chairman and Chief Executive Officer, Liberate, Inc.
William Kennard – Managing Director, The Carlyle Group

More Information

Handspring is a publicly held company, trading on the NASDAQ under the symbol: HAND

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