

## **Weblicon Technologies AG Company Profile**

### Company objective

Weblicon Technologies AG was set up jointly in June 2000 by Carsten Brinkschulte, Peter Haas and 11 further founders. The company licenses web-based applications, the so-called weblications. The main components of the product range are calendar- and contact-management applications for Telcos, portals, ISPs and ASPs. Weblicon products are fitted seamlessly into existing networks of servers, applications and databases and are tailored to the look & feel of the client. Weblicon is a pure supplier of technology and licenses these 'programs from the socket' and steps behind the brand of the ASP or host. Weblicon is very international and prides a top-flight developer team. They have the claim of clinching technological leadership in the PIM segment. Most Weblicon developers have many years of experience in programming calendar and PIM software.

### Weblications

The term weblication is an abbreviation of the term web-applications and is still quite young, following the growing trend of shifting desktop applications into the Web. These are programs that do not need to be installed on the own desktop computer and only require a browser. Weblications are easy to use, they need not be installed or updated and in most cases, they are much cheaper than their desktop relatives. They do not require any packaging or diskette. The main advantage of the weblications, however, is that one can access them from any place, at any time and from most devices. The data is safe, centrally stored and need not be moved or copied on data storage means. Today, there are calendar, e-mail or address book weblications. Word-processing and a complete contact-management will follow in the near future. It will be possible soon to rent programs as weblications, without having to bother about updates, upgrades and incompatible hardware.

### Vision

Weblicon regard themselves as a technological spearhead of the weblication revolution, which will transform the ISPs into ASPs and provide the end user in the Internet with "programs from the socket". Weblications will become so widespread as desktop programs are today, and in the medium term, they will replace the existing infrastructure. Weblicon believe that the software products will change into pure services, which will be as easy to use as today's cell phone or coffee machine. Weblicon are developing applications that will be embraced by women and men, by young and old alike. Weblications such as the Personal Information Assistant will be able to book flights, transfer money or send flowers for a birthday. Those using weblications by Weblicon do not need to know anything about computers; all they need is a browser, PDA or SmartPhone.

Already today, it is becoming clear that there is a growing need for weblications such as those by Weblicon: ranging from small city portals to worldwide operating telecommunications companies, from consumer sites to real-estate portals. What they are looking for are applications that will really add value and 'hook' the fleeting portal or cell phone client permanently. Weblicon Technologies has set itself the goal of becoming the market leader in the area of web-based application software.

### Founding history

Peter Haas and Carsten Brinkschulte merged their companies at the beginning of the year 2000 and 11 colleagues set up Weblicon Technologies AG with them, based on 10 years of self-employed experience. One part of the developers has already developed the desktop calendar "ClockWork" successfully; most of the others are experienced database and Java programmers. The software developers have an average of more than 12 years of experience in the industry; some of them are prominent heads behind renowned products, such as SAPGUI of SAP AG and many more.

Weblicon Technologies AG Weblicon was founded in Berlin in 2000. The company develops web-based applications for portals, service providers and telecommunication companies. The business model of the company is based on user-related licensing of the software to companies who offer this service to their final customers. Weblicon, set up by 13 software developers, operates as a pure supplier of technology and steps behind the brand of the licensee. The online Organizer software may be integrated seamlessly into existing networks of servers, applications and databases. For further information please visit [www.weblicon.net](http://www.weblicon.net)