

Intrinsyc Announces Expanded Corporate Headquarters and New Visual Identity

Intrinsyc unveils a brand-new logo, tagline and positioning statement to coincide with its new, expanded corporate headquarters

May 31, 1999 – Intrinsyc (ICS.V) today unveiled its new corporate logo, tagline and position statement to coincide with an upcoming move to new, considerably expanded premises.

Intrinsyc is growing

On June 14, 1999, Intrinsyc will move to the 10th floor of 700 W. Pender Street, Vancouver, B.C., V6C 1G8, initially occupying 9502 sq.ft. of space, with an option to expand to a further 3639 sq. ft. – more than tripling our current space. Corporate phone (604.801.6461) and fax numbers (604.801.6417) will remain unchanged, while new direct lines can be accessed by calling the corporate phone number.

Intrinsyc is changing

Our new logo – with its dynamic, encircling double swoosh and modern typography – symbolizes that fact. And it's not just our new location. We're entering a new era with our technologies -- the Web-enabled era. It'll be an era of unprecedented

connectivity, where Information Appliances will seamlessly connect to the desktop, all the way to the enterprise, and beyond . . . And Intrinsyc is poised to take market leadership in this new, interconnected world.



Intrinsyc is leading the way

The new logo is a visual commitment to our promise of continuous innovation. But we don't just innovate because we like to dream up leading-edge, new products (even though we do). Our imagination is fueled by our customer's needs. And with our strong customer focus and end-to-end solutions, Intrinsyc will have staying power in this bold, new era.

The new tagline "Now You Can" tells our customers that, with Intrinsyc, they *can* build tomorrow's computing platforms and the networks that connect them. With Intrinsyc, their device *can* be connected to the enterprise. It's a strong statement, and we can back it up.

The new corporate positioning statement – “Intrinsyc is a leading provider of open-standard, Windows solutions enabling today’s builders of tomorrow’s Information Appliances” – tells our customers that we’re leaders, we’re Windows-focused, we’re committed to open-standards, and that our technologies are the building blocks for tomorrow’s computing platforms and networks. It’s a bold statement, and we’re delivering on it.

We’re changing, and we wanted you to know. We hope you continue to follow our progress as we innovate, evolve, and advance in the embedded space.

About Intrinsyc

Founded in 1992 and based in Vancouver, BC, Intrinsyc is at the forefront of the emerging embedded systems market – small non-PC devices and Information Appliances used in communications, entertainment, and mobile computing. Intrinsyc develops hardware and software technologies specifically designed to extend the Windows CE operating system so it can be used in non-PC embedded devices requiring robust, networked, Internet-enabled capabilities. Intrinsyc partners with major original equipment manufacturers and systems integrators to develop advanced Windows CE solutions that bring embedded devices to market in record time.

On Behalf of the Board
Intrinsyc Software Inc.

Derek Spratt
President & CEO