

Press Release

SOME CELL PHONES COULD ALERT USERS TO HARMFUL CHEMICALS AND GASES IN THEIR IMMEDIATE ENVIRONMENT

[Washington, DC. September 19, 2006; FOR IMMEDIATE RELEASE]

You step off the plane onto the jetway. Your phone buzzes, but it is not a caller. Your phone is telling you that the air quality at your destination is very bad for your asthma or allergy. You snap your briefcase open to get your inhaler and your meds. Problem solved.

Imagine a cell phone that can detect or read any sensor or perform any diagnostic function, anywhere, whether or not there is phone service. Gentag has this vision and is pleased to announce the issuance of Patent 7,109,859 entitled “*Method and Apparatus for Wide Area Surveillance of a Terrorist or Personal Threat*”.

Handset makers who employ the new Gentag (www.gentag.com) technology can program their devices to detect virtually any kind of chemicals in the environment, from pollen and carbon monoxide to the noxious gases dispersed by criminals or terrorists.

Gentag's broad patent covers the uses of personal wireless devices such as cell phones, PDAs, pagers, or watches as low-cost customizable wireless-sensor readers to detect external environmental threats for consumer, industrial, and Government applications.

A particular focus of this particular technology is to allow individuals with multiple chemical sensitivities to **customize and train their cell phones to recognize specific chemicals** that cause person-specific allergies in order to help reduce asthma attacks or chemically induced allergies worldwide. (Asthma and chemical sensitivities are growing problems in an increasingly polluted world. It is estimated by the World Health Organization that the incidence rates for asthma worldwide are on average rising by 50% every decade.)

This latest Gentag patent provides one of the key technology components for the creation of next-generation “smart-cell-phone” technology, combining low-cost, wireless-sensor readers, smart-sensor modules, wireless networks, and geolocation for various consumer-market applications.

Patent 7,109,859 is one of a series of issued or pending patents owned by Gentag or its operated sister company, Altivera, LLC, covering personal diagnostics using cell phones.

For media enquiries please contact Marc Onigman, The MarCeting Department, at (617) 413-2830 or at marconigman@msn.com. For licensing opportunities, please contact Dr. John Peeters at (240)-994-2236 or at john.peeters@gentag.com.