

Title: ParkerVision Announces Second Quarter And Six Month Financial Results

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JACKSONVILLE, Fla., July 30 /PRNewswire/ -- ParkerVision, Inc. (Nasdaq: PRKR), today announced its financial results for the three and six month periods ended June 30, 1998. Revenues for the three months ended June 30, 1998, were \$2,589,781 compared to \$4,007,472 for the three months ended June 30, 1997. The Company's net loss for the period was \$1,352,822, or \$0.12 per share compared to a net loss of \$267,732, or \$0.03 per share for the same period in 1997.

Revenues for the six months ended June 30, 1998 were \$4,554,775, as compared to \$6,087,429 for the six months ended June 30, 1997. The net loss for the period was \$2,797,329, or \$0.25 per share compared to a net loss of \$1,010,813, or \$0.10 per share reported for the six months ended June 30, 1997.

Management believes the decrease in camera system sales and associated revenue for the three and six month periods is primarily due to a change in the focus of the Company's internal sales organization toward its new Studio system, as well as the timing of certain OEM sales. As of June 30, 1997, the Company had realized approximately 75% of its total 1997 OEM revenues. The Company believes its OEM sales will be more equally distributed throughout the year in 1998. Additionally, earlier this year, ParkerVision realigned its internal sales force to focus on the launch of its new Studio system, PVTV. These Studio systems are expected to generate significantly higher per unit revenue than the current camera systems.

The PVTV launch was followed by the announcement of Direct2Data(TM) (D2D), a breakthrough in wireless RF technology, and by the recent addition of Richard L. Sisisky as Company President and Chief Operating Officer.

Jeffrey Parker, Chairman and Chief Executive Officer of ParkerVision, Inc., stated, "Our revenues during the second quarter are not reflective of the extraordinary accomplishments made in our proprietary technologies. Our goal with both the PVTV and D2D opportunities is to achieve tangible positive momentum during the second half of 1998 and beyond."

Regarding the Company's CameraManSTUDIO system, Mr. Parker further noted, "ParkerVision has completed its extensive Beta testing for this system. These results, along with the volume of customer interest, further support the Company's belief that CameraManSTUDIO can become a product integral to the production industry. ParkerVision's newly added President and Chief Operating Officer, Richard L. Sisisky, will focus on management of the Company's video division and we believe Richard's past success in helping grow companies through the application of effective sales and marketing management will enable ParkerVision to optimize the revenue potential of CameraManSTUDIO and our other video products."

Regarding the Company's wireless technology, the Company recently announced Direct2Data, a significant technical breakthrough that can replace decades-old, heterodyne radio frequency (RF) receiver technology. Mr. Parker stated, "The momentum we are experiencing in the wireless division continues to escalate which further supports our belief that we can successfully complete initial licensing agreements for this technology during the second half of 1998."

ParkerVision is engaged in the design and development of wireless technology and audio/visual products. ParkerVision has patents pending on wireless and video technologies and has been granted patents on video technologies and systems.

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speak only as of the date made. Such statements are subject to certain risks and uncertainties which are disclosed in the Company's SEC reports, including the form 10KSB for the year ended December 31, 1997 and Form 10Q for the quarter ended March 31, 1998. These risks and uncertainties could cause actual results to differ materially from those presently anticipated or projected.

ParkerVision, Inc.
Summary of Results of Operations
(unaudited)

Ended	Three Months Ended		Six Months
	1998	June 30, 1997	June 30, 1998
1997			
Revenue, net	\$2,589,781	\$4,007,472	\$4,554,775
\$6,087,429			
Cost of Goods Sold	1,492,396	2,172,974	2,824,986
3,332,110			
Gross Margin	1,097,385	1,834,498	1,729,789
2,755,319			
Marketing and Selling			
Expenses	1,305,239	1,048,778	2,268,230
1,823,653			
Research and Development			
Expenses	885,287	752,497	1,882,855
1,448,073			
General and Administrative			
Expenses	650,087	469,093	1,169,734
837,446			
Interest Income	(390,406)	(168,138)	(793,701)
(343,040)			

Net Loss	\$ (1,352,822)	\$ (267,732)	\$ (2,797,329)
\$ (1,010,813)			

Basic Loss per Common

Share	\$ (0.12)	\$ (0.03)	\$ (0.25)
\$ (0.10)			

SOURCE ParkerVision, Inc.

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(PRKR)

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