

Title: Jacksonville, Fla.-Based ParkerVision Puts Sole Focus on Wireless Technology.

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Byline: Mark Basch

May 24--ParkerVision Inc. has been bragging about the benefits of its wireless radio technology for several years. Now it's betting the farm -- in other words, the company's entire future -- on its Direct2Data technology, which is designed to improve on the way radio signals are received.

Jacksonville-based ParkerVision 10 days ago sold off its video division, which produced automated television studio systems, to focus solely on the wireless technology. It's a gamble because the video division, while not turning a profit, was at least producing revenue. The company began selling products with the D2D technology last fall, including wireless network cards and routers. But sales of the products have been minimal so far.

But ParkerVision Chairman and CEO Jeffrey Parker said the \$14 million sale of the video division to French media giant Thomson was necessary to focus on further development of wireless products.

"We don't have an unlimited amount of research and development dollars to deploy or unlimited human capital to deploy," he said.

And even though it hasn't been selling a lot of wireless technology to consumers, Parker is confident that the rollout of its first wireless products last fall was only the beginning.

"We now know that we can start fielding products out of this pretty rapidly," he said.

ParkerVision touted its first product, the wireless network card, as a significant improvement over other products in the market in terms of performance (distance and speed), size, power consumption and cost. The company said its technology could maintain a wireless signal for up to 1 mile, compared with only 1,500 feet for competing products.

A Chicago Tribune review of the card last fall described it as "unparalleled in its uniqueness."

But not a lot of people are buying it. That may be due to a lack of distribution channels. The card, and other ParkerVision products, are currently only available through the company Web site and online tech retailer TigerDirect.com.

ParkerVision hopes to change that within the next couple of months by announcing deals to offer its products through major electronics retailers, Parker said.

"I believe the company has the opportunity for rapid revenue growth" once the products are available in retail stores, Parker said.

The company will also be more visibly promoting and advertising the technology. "We're going to be very proactive in that area," he said.

ParkerVision is also working on ways to broaden its consumer appeal. While its current stable of products (routers, adapters and network cards) would appeal mainly to techies, the company is developing a cordless telephone product for home land-line phones that would have mass appeal. Parker said the telephone can be used for a range of 2 miles from the user's home, far beyond competing cordless phones on the market.

"That will broaden the appeal of our technology beyond wireless networking," said Parker.

"It showcases our technology really well."

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