

# News Release

## **MOBILEPOINT PARTNERS WITH BECKMAN COULTER TO PROVIDE INTERACTIVE SELLING CONTENT FOR IPAD-BASED SELLING TOOL**

**Irvine, CA – (January 20, 2012)** – MobilePoint Corporation announced today that it has partnered with Beckman Coulter to provide interactive selling content for MobilePoint’s new iPad-based sales tool SalesTrak®Mobile. SalesTrak®Mobile is a set of sales applications that run on mobile devices that helps sales people have more effective conversations at the point-of-selling. The tool supports fast access to sales content such as documents, videos, animations, financial calculators and quotes. Everything they need to answer questions and close business on the sales call is at their fingertips.

MobilePoint’s iPad-based technology allows distributor sales representatives to easily navigate through Beckman Coulter’s product information and pricing, configure solutions and generate quotes in real time before they leave the customer’s office. “We are excited about forming this partnership with Beckman Coulter,” said MobilePoint’s Vice President of Sales, Jeffery Caldwell. “The delivery of Beckman Coulter’s product information on the iPad platform creates a unique value proposition for the buyer and cements the relationship between the sales representative and buyer as a trusted advisor.”

### **About Beckman Coulter**

Headquartered in Brea California, Beckman Coulter develops, manufactures and markets products that simplify, automate and innovate complex biomedical testing. Their diagnostic systems are found in hospitals and other critical care settings around the world and produce information used by physicians to diagnose disease, make treatment decisions and monitor patients. Beckman Coulter is a subsidiary of Danaher, Inc. (NYSE:DHR).

### **About MobilePoint Corporation**

MobilePoint, Inc. is an Irvine California-based technology company that builds and deploys mobile-based sales applications for Fortune 1000 company sales forces. These applications deliver to sales people the right information at the right place and time to impact their sales. For more information about MobilePoint’s products and services, please visit the company’s Web site at [www.mobilepoint.com](http://www.mobilepoint.com)

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