



Skweezer Integrated into the "Toyota Hub" Telematics Portal

Toyota Hub customers can now browse the wireless Web with Skweezer's optimization technology.

Irvine, CA ([PRWEB](#)) April 4, 2005 -- Greenlight Wireless today announced that its Skweezer service, which optimizes Web content for handheld devices, has been incorporated into the "Toyota Hub" mobile computing portal created by Toyota France.

Skweezer's content reformatting technology is employed whenever users surf the Internet through Toyota's PDA-oriented Hub service. Toyota's "private label" Skweezer has been completely re-branded to integrate seamlessly with the distinctive look and feel of the Toyota Hub and includes custom features such as a Google search bar, French language user interface, and Toyota-oriented featured links. Skweezer is also fully integrated into the Hub's customer acquisition system, operated by Acticall and Mobile & Permission, which automatically creates a Skweezer account for each new Hub user without requiring a separate sign up procedure.

Toyota Hub is a telematics service that combines mobile computing with the latest Toyota models, enabling consumers to access exclusive content including entertainment, roadside assistance, and GPS navigation. Automobiles can be equipped with an in-dash cradle for QTEK 9090 or S100 Pocket PC devices sold directly by Toyota, featuring mobile phone, digital camera, and GPS navigation functionality. This hardware component is optional, as Toyota customers can also access the Hub using their own handheld device. Toyota Hub is a subscription-based service that costs 25Â€ per month and is currently only available in France, however the service will be expanded to other European markets throughout 2005.

About Toyota France:

Toyota's commitment to the end consumer encompasses taking into account the end consumers local practices and habits starting from designing adapted cars down to operating local manufacturing units. For instance, the Yaris car is manufactured in France and designed in Toyota's European Design Centre "ED2" located in Sophia-Antipolis, France. Resulting from this strategy, Toyota France became a major player in the French Automotive marketplace operating six manufacturing units in Valenciennes-Onnaing. Toyota Motor Manufacturing France is the second largest Toyota manufacturing unit in Europe and the first one in Continental Europe.

For more information, please visit www.toyota.fr

About Greenlight Wireless:

Greenlight Wireless is a leading innovator of wireless technologies, providing ASP and server-component solutions for enterprise-level businesses and wireless carriers. Greenlight Wireless' consumer-oriented Skweezer service optimizes Web content for wireless-enabled handheld devices. Greenlight Wireless provides value to partners and licensees by leveraging its robust and proven technologies across diverse platforms and operating systems.

On the Net: Greenlight Wireless site: www.greenlightwireless.net

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