



Har Hotzvim
Jerusalem 97774
Israel
Tel: + 972 2 532 8222
Fax: + 972 2 532 8333

E-mail: info@wizcomtech.com
<http://www.wizcomtech.com>

US National Center for Technology Innovation Identifies Readingpen as a Product Supporting Individuals with Reading Disabilities

Jerusalem, Israel, January 17, 2004 - WizCom Technologies Ltd. (Prime Standard: WZM, IL 0010830706) the leading provider of portable hand-held 'scan and attain' products for enabling and improving reading related activities, announced today that the Readingpen was identified by the National Center for Technology Innovation (NCTI), as a technology based approach that helps students with reading disabilities to read and comprehend text.

The NCTI's most recent report, "A Review of Technology-Based Approaches for Reading Instruction: Tools for Researchers and Vendors", states the vital ability of reading as "the main foundational skill for all school-based learning." The report also highlights that "Using print-based resources to look up the meaning and spelling of words or to research information can be a cumbersome, yet necessary, task for students with Reading Disabilities because of their difficulties with managing alphabetization, decoding, comprehension and distractions."

The Readingpen is now included in the NCTI's product matrix of "Technological Approaches for Reading." The matrix is a valuable and prestigious resource for educators, teachers, parents and other professionals in the field, used as a guide for approved technologies. Moreover, the Readingpen enjoys an intensified level of continuous exposure to WizCom's target groups in the USA.

"We are very proud to have been chosen by the NCTI, one of the principal associations for Special Education. In the past few years, WizCom identified the importance of this market and has undertaken to promote educational matters, primarily the learning and reading disability issue", Says Amit Ben-Zvi, CEO, WizCom Technologies Ltd. "We embrace this choice", continues Ben-Zvi, "and commit to exert continuous efforts towards this market and give our full support to NCTI. We foresee considerable growth in this market".

WizCom's flagship product for the Reading and Learning Disability markets, the naturally pen-shaped Readingpen, is especially designed to correspond to this need - the text is enlarged on the screen for easy reading and both the word and the definition can be read out loud. Other key features are the Readingpen's capabilities to spell words aloud and display syllabication.

About NCTI: The National Center for Technology Innovation (NCTI), funded by the U.S. Office of Special Education Programs (OSEP), advances learning opportunities for individuals with disabilities by fostering technology innovation. NCTI seeks to broaden and enrich the field by providing resources and promoting partnerships for the development of tools and applications by developers, manufacturers, producers, publishers and researchers. The NCTI staff is committed to identifying up-to-date information on and resources for technology innovation and transfer, as well as helping you to collaborate and work with strategic partners and colleagues across the country. Each staff member brings a unique background and set of skills to the center.

To learn more about the NCTI, its reviews and the product matrix please see: www.nationaltechcenter.org

About WizCom Technologies: WizCom is a global provider of handheld 'scan and attain' tools and products for enabling and improving reading related activities marketed under the QuickLink-Pen, Quicktionary, Wizcom SuperPen and Wizcom InfoScan trade marks. WizCom's range of products includes linguistic reading tools, devices for the reading disabled market as well as a product for personal data

collection for the PC and mobile environment. The company's product line is based on a unique amalgamation of linguistic, hardware and software expertise, including image acquisition and processing, which have been refined into unique applications for handheld tools throughout the eight years of WizCom's existence. Over 800,000 WizCom products have been sold to date. For additional information regarding WizCom's line of products, please see www.wizcomtech.com

For further information please contact:

WizCom Technologies Ltd.
Raz Itzhaki Executive VP and CFO
8B Hamarpe St.
Jerusalem 97774
Israel
Phone +1-978-808-6989 (USA)
Fax +1-978-929-9228 (USA)
razi@wizcomtech.com
<http://www.wizcomtech.com>

SCHWARZ Financial Communication
Frank Schwarz
Investor Relations
Germany

Phone +49-611-2058-095
Fax +49-611-2058-980
schwarz@schwarzfinancial.com