



Cloud Computing Platforms Address Unique M2M Application Needs, According To New SensorLogic White Paper

M2M, or Machine-to-Machine, refers to the communications between devices, assets, equipment, vehicles etc. This free white paper identifies the historic impediments to M2M solution deployment: system complexity and up-front costs. It describes how a cloud-based Platform as a Service (PaaS) dramatically reduces the cost and time to build and deploy these applications. The paper describes how building and deploying these applications through the “Cloud” eliminates many challenges unique to M2M and allows virtually anyone to easily and inexpensively deploy and manage asset tracking, monitoring or other M2M solution.

Dallas, Texas, February 23, 2010 — SensorLogic, a pioneer in the use of Cloud Computing for asset tracking, announces that it is making available, for no charge, its white paper “M2M Meets Cloud Computing.” The paper describes how a cloud-based Platform as a Service (PaaS) could catalyze explosive growth in M2M deployments.

M2M applications all have a common set of complex core requirements that drive cost and development time up and the value of the investment down. Employing an M2M PaaS allows every enterprise and solutions provider to leverage a common framework that can cut the time of building these applications by a factor of five and reduce the cost by half, compared to building with the traditional software model.

Topics covered in this white paper include:

- An expert’s review of Cloud Computing
- Growth forecast for cellular M2M connections
- Traditional inhibitors unique to M2M application adoption and deployment
- Layers of an M2M cloud-based PaaS and the benefits provided to M2M applications
- Examination of how a cloud-based PaaS addresses the challenges of M2M application adoption and deployment
- Specific PaaS benefits for complex device management

If you would like to download a copy of this white paper, visit <http://www.sensorlogic.com> and click on “New White Paper.”

- more -

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For more information and to download the white paper visit: www.sensorlogic.com

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About SensorLogic

SensorLogic™ is a pioneer in the use of Cloud Computing for asset tracking. The Company's flagship product, Cirrus™, is a Platform as a Service (PaaS) used by Enterprises and Solution Providers to build, deploy and manage hosted asset tracking and monitoring applications. Cirrus allows customers and partners to deploy turnkey applications quickly and at minimal cost. Partnerships with leading sensor device manufacturers and wireless carriers ensure that systems built on Cirrus can track almost anything, virtually anywhere in the world.

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