



## **SensorLogic, Pioneer in Cloud Computing for Asset Tracking, Names New Technology Executive**

**Dallas, Texas, October 6, 2009** — [SensorLogic](#) announces that John McNulty has been appointed Chief Technology Officer and Vice President for Product Development. McNulty brings more than twenty years experience in creating innovative products for the Web, mobile network operators and end users of highly personalized mobile applications. McNulty's appointment comes as SensorLogic launches the latest version of Cirrus™, its Cloud computing platform for the rapid creation and deployment of asset tracking and monitoring applications.

"SensorLogic has a rich tradition of innovation and John's appointment assures that the company is positioned to become a true leader in Cloud Computing platform technology," said SensorLogic CEO Michael Campbell. "A key to our success will be leading the market which is already evolving at a rapid pace. John's deep domain expertise and commitment to agile development is a win for our partners and customers."

SensorLogic's Cirrus Platform as a Service (PaaS) offering is designed for solution partners and enterprise customers to develop, deploy and manage hosted asset tracking and monitoring applications. These applications can monitor the location and condition of many thousands of assets virtually anywhere in the world and on any wired or wireless network.

"SensorLogic is well-positioned to give the asset tracking and monitoring market just what it needs -- carrier-grade scalability and reliability hand-in-hand with the innovation and agility that a rapidly evolving and growing market demands," said John McNulty. "I am excited to join Michael and his team in bringing a new level of scalability and agility to the market in the Cirrus platform."

The SensorLogic Platform is used in a wide variety of commercial and consumer markets and in North America and Europe. With information about the location and condition of critical assets, businesses are empowered to manage their resources and processes in new and more meaningful ways.

Prior to joining SensorLogic, McNulty co-founded and served as CTO of PocketThis, a company providing both US and European mobile network operators with location-aware, personalized mobile data services on a Software as a Service (SaaS) platform.

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Before PocketThis, McNulty served as a Research Scientist and Director of Development at Firefly Networks, Inc. Firefly was a pioneer in the use of personalization and recommendation technologies on the web. McNulty was responsible for the design and development of the recommendation algorithms and products. Firefly was acquired by Microsoft where McNulty helped launch the Firefly Passport product as the Microsoft Passport with over 100 million users worldwide.

McNulty's background is in artificial intelligence and the design and development of computationally intensive software in a wide range of applications. McNulty is co-author of four US patents, has a Masters in Artificial Intelligence/Computer Science from the University of Massachusetts at Amherst and a

Bachelors in Electrical Engineering and Computer Science from the **Error! Reference source not found.** Institute of Technology.

### **About SensorLogic:**

Established in 2002, SensorLogic is a private, venture-backed company that pioneered the Platform as a Service (PaaS) business model for asset tracking and monitoring. The company's solution partners and enterprise customers use the SensorLogic Platform to develop, deploy and manage hosted tracking and monitoring applications. The Platform allows companies to free themselves of significant IT investments, ongoing software development and maintenance and concerns about network complexity.

For more information, visit [www.sensorlogic.com](http://www.sensorlogic.com).

SensorLogic contact:

Vickie Malis

617-285-1034

972-934-7375

media@sensorlogic.com

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