



SensorLogic Announces Cirrus™ 2.0 Platform as a Service for Asset Tracking and Monitoring Application Development

Dallas, Texas, October 6, 2009 — SensorLogic, a pioneer in Cloud Computing technology today unveiled Cirrus™ 2.0, a Platform as a Service (PaaS) for the creation, deployment and management of hosted asset tracking and monitoring applications. Enterprises and Solution Providers use Cirrus to rapidly build customized applications that track and monitor mobile workers, commercial assets and also serve as a foundation for leading B2C tracking applications. Previously called XpressIQ, SensorLogic's platform was re-branded to reflect the company's role as a leader in Cloud Computing.

Cirrus is a Platform as a Service (PaaS) with a singular purpose – allow the world to create feature-rich asset tracking applications as easily as they can customize their favorite website. A vast majority of tracking applications are identical, once you look beyond the interface and unique market focus. Each requires device connectivity and management, data translation and normalization, mapping interfaces and administrative control. Cirrus takes these capabilities and bundles them with many other advanced features that can easily be leveraged to create highly personalized, secure and scalable solutions.

“We are revolutionizing the way businesses build and manage asset tracking applications,” said SensorLogic CEO Michael Campbell. Our customers will have a dramatic competitive advantage because we eliminate the heavy lifting when it comes to network and IT management, application design and overall system administration. It's an incredibly exciting time to bring Platform as a Service technology to this market”.

Solution providers and enterprise customers using Cirrus can literally build their application or site in hours, and have a fully functioning solution with integrated wired or wireless device tracking in days. Because much of the required functionality is already a part of Cirrus, customers and partners are able to focus their resources on the unique look, feel and features of their business or consumer applications.

According to a February 2009 IDC Research Report, “Platform-as-a-Service (PaaS) is part of a fundamental change in the application platform market. It is part of the larger SaaS and cloud-computing phenomenon, all pointing to one major market change — the transition from IT solutions that are designed, deployed and managed by an enterprise IT department, to IT solutions that are applied and composed by the enterprise but executed and managed by expert third-party providers.”

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Cirrus is a robust, multi-tenant platform that is:

Flexible: Rapid application development, customization and integration. Users make decisions about the look and feel, rules, alerts and other features quickly and simply with the ability to make changes as often as they choose.

Extensible: Device, network and application agnostic – new and different tracking devices can be added over time. Cirrus can track almost any device over any network, almost anywhere in the world.

Manageable: Delivers world class scalability, security, reliability, and availability at a fraction of the cost of building and managing home-grown solutions. The customers' investment in IT infrastructure is zero dollars.

SensorLogic also partners with leading device manufacturers and communications carriers so that its customers and partners never have to worry about managing these relationships. SensorLogic offers wireless data services as part of its PaaS offering, providing customers with a single source solution for their tracking and monitoring applications.

For more information on the Cirrus platform and SensorLogic visit:
www.sensorlogic.com

About SensorLogic

SensorLogic™ is a pioneer in the development 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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