



NEWS RELEASE
For Immediate Release

Sensorlogic releases eLoc GL-100 single-solution asset tracking
Low-cost GPS tracking technology opens door to small business,
entrepreneur adoption

Dallas – January 6, 2009 – [Sensorlogic \(www.sensorlogic.com\)](http://www.sensorlogic.com) has released a robust, incredibly small, and easy-to-use tracking device – the [eLoc GL-100](#) – at an affordable price point that enables companies of all sizes to track fixed and employee assets through a simple, Web-based interface. The GSM/GPS tracking device is pre-integrated with [XpressIQ Service Suite](#), which provides a single Web-hosted solution for creating customized, location-based applications.

“The simplicity of the [eLoc GL-100](#) and [XpressIQ Service Suite](#) provides a single, enterprise-grade tracking solution from one vendor, which eliminates multiple vendor complexities and fragmentation problems common to other provider offerings,” said [Greg Jones](#), vice president of marketing and business development for Sensorlogic. “Our low-cost solution also allows smaller business users to more easily adopt asset tracking capabilities. Our clients are able to implement internal tracking solutions very quickly, and we are empowering our entrepreneurial clients to take mobile tracking products to market in *weeks* – not months.”

Sensorlogic believes workforce management will be a significant driver of market growth as companies are further challenged to gain productivity efficiencies, namely lone, remote and mobile employees, in a tight economy, said Jones.

The versatility of the [eLoc GL-100](#) provides a viable solution widely for a wide range of assets, including fleet vehicles, pets and livestock, seniors with dementia and teen drivers.

Features of the [eLoc GL-100](#) and [XpressIQ Service Suite](#) include:

- Quad-Band GSM for worldwide coverage
- High-capacity battery minimizing the need for frequent recharging
- Assisted GPS (AGPS) system for accurate and fast position location using [SIMCom Wireless Solutions](#) technology
- Waterproof case for outdoor and rugged applications
- Integrated geo-fence tracking for advanced zone control
- Customizable sample application templates

For product specifications or to schedule a virtual demonstration conference, please visit www.sensorlogic.com, call 1 (866) 626-2932, or email sales@sensorlogic.com.

About Sensorlogic

Dallas-based [Sensorlogic](http://www.sensorlogic.com), a market leader in M2M application hosting, offers easily customizable solutions with a pre-integrated, nationwide GSM/GPRS network. Sensorlogic's [eLoc GL-100](#) and [XpressIQ Service Suite](#) provide customers with access to ready-to-use applications for GPS tracking, asset monitoring and control, as well as value-added network services that help companies manage their wireless devices. Sensorlogic enables companies to free themselves of significant development time and expense by using XpressIQ to get to market in a matter of days. Sensorlogic has been recognized as a "M2M 100" leader by *M2M Magazine* for three consecutive years. For more information, please visit www.sensorlogic.com.

About SIMCom

[SIMCom Wireless Solutions](#), a subsidiary of SIM Technology Group Ltd., is the leader in high quality wireless modules for different technology platforms in GSM/GPRS/EDGE, WCDMA/HSPA and TD-SCDMA. From ABI Research 2006, the Cellular Module shipment based on SIMCom Wireless's solution has placed the company in the No.3 position in the worldwide market. By partnering with third parties, SIMCom Wireless provides customized design solutions in M2M, WLL, Mobile Computing, GPS and other applications. SIMCom Wireless also provides ODM services for customers. For more information, please visit www.sim.com.

Media Contact:

The Point Group

[Scott Tims](#) (stims@thepointgroup.com)

+1-214-378-7970 x 278 (mobile +1-214-957-6785)