



NEWS RELEASE
For Immediate Release

SensorLogic Names Michael Campbell New CEO

Campbell Appointed to Lead SensorLogic's Growing Hosted Platform Solutions for Asset Tracking and Monitoring

DALLAS, May 10, 2009 — [SensorLogic](#) today announced that Michael Campbell has been appointed president, chief executive officer (CEO) and a member of the company's board of directors. Campbell's appointment reinforces positive momentum for SensorLogic, which recently launched a new version of its asset tracking and monitoring platform and stakes its ground in the rapidly growing market for hosted software solutions.

"We're thrilled to have Michael on the team," said [David McLean](#), General Partner at [Sevin Rosen](#), a lead investor and member of SensorLogic's board of directors. "His deep roots in wireless enterprise platforms and location-based solutions make him the ideal CEO to lead SensorLogic's growth phase."

SensorLogic's 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 has the technology, human capital and investor base to make it one of the most successful companies in this market," said Campbell. "Timing is also on our side as solution providers and enterprise executives now realize the immediate and significant financial impact that hosted tracking and monitoring systems can have. On top of the market pull, carriers and other infrastructure providers are making significant new investments to enhance the reliability and reach of their networks. It's becoming the perfect storm in our market."

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, Campbell was an entrepreneur at the forefront of the wireless and application platform businesses. He was one time CEO of PanGo Networks, a pioneer in asset visibility systems for the enterprise. InnerWireless acquired PanGo in 2007, where Campbell remained for two year as Senior Vice President for Corporate Development.

For more information about SensorLogic products and the [channel partner program](#), interested parties may also visit www.SensorLogic.com or call 1-866-626-2932. Email inquiries are welcome at sales@SensorLogic.com for product information or dealers@SensorLogic.com for information about channel partnerships.

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. Some of these applications include equipment tracking, lone worker tracking, consumer applications and fixed asset monitoring. The company is headquartered in Dallas, Texas. For more information, please visit www.sensorlogic.com.

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