

NEWS RELEASE

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CONTACT: Nathan Johnson
(972) 480-8383
Nathan.Johnson@mccom.com



sensorlogic

SensorLogic's XpressIQ Service Suite to speed time-to-market for M2M applications

Platform launch to revolutionize development, spur M2M market growth

DALLAS –March 25, 2008 – SensorLogic, the pioneer of intelligent asset management, seeks to revolutionize the M2M market with the launch of its XpressIQ Service Suite. SensorLogic's new software-as-a-service (SaaS) offering will dramatically decrease the time-to-market for M2M applications. With XpressIQ, M2M applications that might normally take six months to a year to develop can be completed and ready for deployment in less than 90 days. The quick deployment time can help make it possible for companies to achieve profitability sooner and broaden their market reach.

“The Xpress IQ Service Suite provides a better, faster way for developers to create M2M applications. It's like building a Web page using common design tools from everyday Web site editors. You can add and remove content items that display device data, choose from professional layouts and brand using color and design themes. It's that easy,” said Greg Jones, vice president of marketing and business development for SensorLogic. “The speed and ease of use with XpressIQ will set the bar for a new level of expectation in the M2M industry and give companies the ability to get their applications up and running in a matter of days.”

SensorLogic is the first company to offer fully-integrated, SaaS-enabled location, monitoring and control applications that combine network communications, application tools for customization and hosted services. Prior to XpressIQ, M2M developers spent countless hours on research, development, contract negotiation, vendor management and “reinventing the wheel” – costly steps that many companies follow when building a new application.

By standardizing and simplifying the backend requirements, SensorLogic has enabled XpressIQ users to focus on using feature-rich, drag-and-drop development tools to customize applications and use branding elements to create a truly unique look and feel. Wireless communications networks are already integrated into the system, further reducing development effort and speeding up the process to get devices connected. Having all the benefits of a SaaS platform, there is no software to install, no infrastructure to manage and simple subscription pricing makes it easy for developers to get started quickly.

“We believe the M2M market is positioned for explosive growth, that’s why XpressIQ is a SaaS platform specifically designed for customers to rapidly develop on the Web,” Jones said.

“Offering easy-to-use tools and service packages that start as low as \$295 per month should spur market activity making it possible for even low volumes of assets to be tracked and managed.”

About SensorLogic

SensorLogic is a market leader in providing hosted M2M applications and web-based development platforms. SensorLogic’s XpressIQ Service Suite combines a fully integrated wireless data network, finished application products and a hosted service infrastructure that makes deploying M2M applications happen in days, not months. SensorLogic customers using XpressIQ will increase their time to market with applications that improve asset visibility, extend the life of assets, create new revenue streams, distinguish them from competition and retain strong customer relationships for future sales. Specific market applications include commercial vehicle tracking, sub-prime auto-lending, consumer-based location services and industrial applications for oil and gas, agribusiness and predictive maintenance services. The company is headquartered in Dallas, Texas. For more information, please visit <http://www.sensorlogic.com/>.