

# NEWS RELEASE



## FOR IMMEDIATE RELEASE

**CONTACT:** Nikki Cuban  
214-445-2117  
[ncuban@sensorlogic.com](mailto:ncuban@sensorlogic.com)

## **Sensorlogic Increases Speed to Market for GPS Tracking Applications with XpressIQ Position**

**DALLAS – September 11, 2008** –Sensorlogic, the market leader in M2M (Machine-to-Machine) hosted application services, today announced the availability of its new application for GPS tracking and location-based services, XpressIQ Position. This new application enables companies to create and deploy a GPS tracking application in a matter of days. With record deployment time and a rich feature set, XpressIQ Position helps Sensorlogic customers speed pass the competition when launching new GPS tracking solutions.

“The versatility and quick launch capabilities of XpressIQ Position will help our customers capture market opportunity at a much faster rate than building solutions from scratch or paying for expensive customization of an existing application,” said Greg Jones, vice president of marketing and business development for Sensorlogic. “Some of our customers have launched applications as fast as seven days and tell us that without the flexibility of XpressIQ Position, they would still be searching for a solution.”

XpressIQ Position comes with all of the innovative bells and whistles featured within today’s leading remote tracking and monitoring solutions including: Current and historical data plotting using a map interface, Geo-fence perimeters for creating customized safety zones, business rules to create customized data alarm and response scenarios, and a notification engine for sending SMS, voice, and email alerts. The extensive feature set for location-based services included within XpressIQ makes it possible for customers to deliver a powerful user experience fast. Customers using XpressIQ services currently range from tracking people, vehicles, animals, and even boats.

Along with a nationwide GSM/ GPRS wireless network, XpressIQ Position is also pre-integrated with the eLoc GL-100, a new low-cost, portable GPS tracking device distributed by Sensorlogic. With the eLoc GL-100, wireless connectivity, and XpressIQ Position, customers can finally launch a complete M2M solution from a single vendor without spending a great deal of time or money. For more information on XpressIQ Position, visit the company's website at (<http://www.sensorlogic.com>).

### **About Sensorlogic**

SensorLogic is the market leader in M2M application hosting and the only SaaS (software-as-a-service) provider that offers easily customizable M2M solutions with a pre-integrated nationwide GSM/GPRS network. Customers using Sensorlogic's XpressIQ Service Suite have 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 IT investments and months of development by using XpressIQ to get to market in a matter of days. Specific market applications include pet tracking, fleet tracking, vending machine monitoring, location tracking for people, industrial monitoring and control for oil and gas and agribusiness. The company is headquartered in Dallas, Texas. For more information, please visit <http://www.sensorlogic.com/>.