

NEWS RELEASE



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Sensorlogic Announces the eLoc GL-100, A New Low-Cost Portable Device for GSM/GPS Tracking

DALLAS – September 10, 2008 –Sensorlogic, the market leader in M2M (Machine-to-Machine) hosted application services, today announces availability of the eLoc GL-100 GSM/GPS tracking device, the most affordable, lightweight, advanced unit on the market. Marking a new chapter in the portable GPS tracking market, the eLoc GL-100 comes pre-integrated with XpressIQ Service Suite, and provides a complete solution for creating customized location-based applications and deploying them to the market quickly.

No larger than a matchbox, the sleek waterproof design and affordability of the eLoc GL-100 will spur accelerated market growth for location-based application services such as: security tracking, small fleet management, pet tracking and general asset visibility and control. The eLoc GL100 was designed and developed using the advance GSM/AGPS technology from SIMCom Wireless Solutions, a leading provider of wireless M2M solutions. The GL-100 combined with the SensorLogic XpressIQ Service suite provides outstanding performance and features including: Quad-Band GSM for worldwide coverage, a high capacity battery minimizing the need for frequent recharging, an advanced GPS system for accurate and fast position location, a waterproof case for outdoor and rugged applications, integrated Geo-fence tracking for advanced zone control, and a customizable user interface.

“With the eLoc GL-100 and the XpressIQ Service suite, LBS application providers can finally get a complete enterprise-grade solution from a single vendor,” said Greg Jones, vice president of marketing and business development for Sensorlogic. “Our customers can contact Sensorlogic, order the eLoc GL-100, subscribe to the XpressIQ services, and customize a feature-rich customer-branded tracking application in a matter of days.”

“SIMCom is excited to see the partnership between our two companies begin to deliver new market-leading applications,” said Mr. Derick Tsang, the General Manger of SIMCom Wireless Solutions. “It is a about time for a truly user friendly and affordable device and application to drive new commercial growth for GPS services in the M2M market.”

The eLoc GL-100 will be available from Sensorlogic in early Q4 2008. Complete specifications and details are available at the company’s website (<http://www.sensorlogic.com>).

About Sensorlogic

SensorLogic is the market leader in M2M application hosting and the only provider that offers easily customizable solutions with a pre-integrated nation-wide 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. The company is headquartered in Dallas, Texas. For more information, please visit <http://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