



## NEWS RELEASE

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### **SensorLogic, SIMCom Wireless Solutions agree on partnership to market M2M solutions**

**DALLAS – March 27, 2008** –SensorLogic, the pioneer of intelligent asset management, and SIMCom Wireless Solutions, a technology-based wireless solution provider and subsidiary of SIM Technology Group Limited (“SIM Technology” or “the Group”; SEHK stock code: 2000), have entered into an agreement to co-market their respective solutions. SensorLogic and SIMCom will work together to promote each other’s products and services to application integrators, service partners and end customers. By uniting, the two companies seek to enhance each other’s sales efforts and accelerate M2M technology adoption.

“Partnering with SensorLogic links SIMCom with a proven leader in intelligent asset management – one whose new platform innovations, coupled with SIMCom’s wireless design expertise, can help shake the M2M market,” said Derick Tsang, general manager of SIMCom. “By working together, we will provide mobile application integrators a pre-integrated solution that’s guaranteed to increase time-to-market and reduce the technical risk among wireless applications.”

SensorLogic and SIMCom will jointly offer a pre-integrated mobile device platform and hosted service suite for M2M applications, radically reducing the amount of time needed to launch new services. Currently, M2M applications can take more than a year to build, test and launch. With the pre-integrated solution that combines the SensorLogic hosted service suite with SIMCom M2M equipment, customers can have a network-certified and branded application on the market in days instead of months and years.

“SIMCom Wireless Solutions has established a large global presence in the M2M space, making them an ideal partner for SensorLogic and its hosted service suite in the M2M market,” said Greg Jones, vice president of marketing and business development for SensorLogic. “The innovative minds of SensorLogic and SIMCom create a successful combination of service and applications certain to have an impact on a variety of enterprises and accelerate the entire M2M industry.”

### **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/>.

### **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](http://www.sim.com).