

# NEWS RELEASE



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**CONTACT:** Bill Farley  
VP Sales  
(813) 864-7382  
[bfarley@simplecomtools.com](mailto:bfarley@simplecomtools.com)

## **SimpleComTools and the COM1000 wins 2005 Value Chain Award at M2M United**

Joins SensorLogic, AirLink, Rabbit, and NES for Gold Level Award

**Chicago – June 29, 2005** – SimpleComTools was the recipient of a Gold Level Award at the recent 2005 Value Chain Awards, sponsored by M2M Magazine and presented at the recent M2M United conference in Chicago.

The Value Chain Awards honor the most successful corporate adopters of M2M technology and the team of solution providers that made their successes possible. The awards are given in the following categories: energy, fleet management, government, manufacturing, professional services, retail, telecommunications, and transportation/distribution.

- Energy
- Fleet Management
- Government
- Manufacturing
- Professional Services
- Retail
- Telecommunications
- Transportation/Distribution

The awards highlight the process of combining multiple technologies such as device-connectivity hardware, radio modules, network service and provision, as well as application software and infrastructure. The awards show how all of the elements of the M2M value chain create a winning solution for the end customer.

"We are working every day to spread the word about how M2M is creating business value," said Michael Jarosik, editor of M2M Magazine. "The Value Chain Awards give us a chance to put M2M technology in the spotlight and to honor the companies that use it to excel."

"It is important to honor the companies that have successfully adopted M2M technology," said Peggy Smedley, president of Specialty Publishing and editorial director for M2M Magazine. "We want to give them a chance to show off what they've done and to encourage others to follow in their footsteps. Having stellar companies such as IBM, Kyocera Wireless, Sony Ericsson, Tridium, SensorLogic, Enfora, Wavecom and Siemens as the Value Chain Award sponsors only enhances the significance of these awards."

Details of the SCT award are as follows:

**Award Level:** Gold  
**Category:** Professional Services  
**Customer:** National Energy Services

National Energy Services (NES), is a systems integrator and service provider that offers long-term care facilities with single turn-key programs that improve living conditions through energy savings programs. Five companies (Rabbit Semiconductor, SimpleComTools, AirLink Communications, Quality Communications and SensorLogic) created an off-the-shelf, fully integrated M2M solution that enabled NES to reduce the man-hours required to research, design, prototype and deploy an M2M solution by 96% - an estimated 52 person weeks reduced to two person weeks. NES deployed the completed M2M wireless monitoring and control system for a long-term care facility in order to manage and maintain an energy savings program derived from the installation of an NES Ozone Laundry Support System.

The Value Chain Award winners were chosen by a group of industry analysts along with the editors of M2M Magazine. SCT was one of four companies to join in this award as a solution enabler. "We are pleased to have the honor of recognizing these companies that have successfully implemented M2M solutions," said Peggy Smedley, president of Specialty Publishing and editorial director for M2M Magazine. "Hopefully these success stories will inspire other organizations to become next year's Value Chain Award winners."

#### **About SimpleComTools**

SimpleComTools LLC provides software tools and hardware appliances that access and distribute remote asset logic across the M2M, Security, and Telematics value chains. SimpleComTools products are designed for network integrators and application service providers who need real-world solutions for machine-to-machine communications, telemetry and remote data collection, wireless connectivity, access control, and asset management. SimpleComTools' customers are part of the new wave of telecom, networking, and software engineers who need tools that deal with both serial and IP communications. They work for utilities, government agencies, public safety agencies, security firms, banks, telecom carriers, transportation companies, vending services, etc. Their flagship product, the COM1000™ Industrial Internet Appliance, combines elements of serial data, digital and analog inputs, TCP/IP, and embedded applications all packaged in a rugged, pre-integrated device that can be seamlessly integrated into any LAN, WAN, or wireless project. For information on the COM1000™ or on SimpleComTools, please visit <http://www.simplecomtools.com>

#### **About Specialty Publishing Co. (M2M Magazine)**

Specialty Publishing specializes in helping address the critical business issues that keep executives and operations managers up at night. Specialty Publishing's four trade magazines reach more than 200,000 business decision makers, giving them valuable insight into the issues shaping their companies. M2M Magazine covers the machine-to-machine communication market, helping companies learn how to reduce costs and automate processes by networking their assets.

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