NEWS RELEASE

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M2M Players Join Forces
to Make Industrial Remote Monitoring Easy

SensorLogic, AirLink and SimpleComTools Integrate Products For Rapid
Deployment of Industrial Wireless Telemetry Applications

NEW ORLEANS – March 15, 2005 – Selecting and integrating the components of a wireless telemetry solution for industrial applications is a challenge for the companies attempting to create those solutions. Now, three experienced and established players in the M2M industry have combined their products into a unified, complete solution that can be deployed quickly and inexpensively. The AirLink Raven CDMA wireless modem, the SimpleComTools COM1000 industrial connectivity appliance, and the SensorLogic M2M Portal™ Web-based telemetry application have been integrated into a complete M2M solution that can be purchased together.

The AirLink Raven CDMA is a rugged, intelligent wireless data platform designed to enable real-time, two-way communications with remote assets. The Raven CDMA is a powerful and versatile communications device in an industrial enclosure that offers a variety of solutions to enable many telemetry applications to operate in the dynamic IP addressing environment of CDMA/1XRTT networks. In this integrated solution, the AirLink Raven is pre-configured to communicate between the SimpleComTools COM1000 and the SensorLogic M2M Portal over the CDMA networks that are available in the United States.

"AirLink has been providing communications solutions for remote monitoring applications for many years, and the Raven is the latest and most flexible entry in that market," said Andrew Berman, CEO of AirLink. "The AirLink Raven CDMA modem, working in conjunction with a smart connectivity device like the COM1000 and the SensorLogic M2M Portal, gives a user the capability to connect to, monitor and control almost any machine within a few days and with minimal cost."

The COM1000 *Industrial Internet Appliance* is a unique blend of Serial and TCP/IP communications, digital and analog inputs, relays and embedded applications – all combined to help serve many of today's unique and often complex industrial networking challenges. Its embedded applications provide a quick and easy means of connecting serial devices with today's advanced 3G wireless data networks, and it also serves those situations that require a device that can handle analog and digital inputs without a full-blown PLC or RTU. The COM1000 has been programmed to communicate with the SensorLogic M2M Portal using the telemetry-oriented M2MXML protocol, and it can be configured remotely by the M2M Portal to perform a range of common telemetry functions.

"SimpleComTools designs and manufactures real-world communications tools for industrial applications that are unique, easy-to-use, and affordable," said Bill Farley, SimpleComTools' VP of Sales and Marketing. "Combining our COM1000 connectivity appliance with the AirLink Raven CDMA and the SensorLogic M2M Portal allows us to simplify the task of building remote management applications for a wide range of inputs."

The SensorLogic M2M Portal is a telemetry data management and communications platform that makes it easy for application developers to build and brand their own wireless telemetry solutions.

M2M Portal is a configurable application platform that can be customized easily for any vertical industry. By using SensorLogic's pre-built telemetry functions and paying for service on a per use basis, M2M application developers reduce upfront investment, development time and risk.

The SensorLogic M2M Portal has been pre-configured to support the AirLink Raven and the SimpleComTools COM1000 over the CDMA wireless networks available in the United States. "SensorLogic's mission is to make it easy to develop and deploy remote monitoring and control applications, regardless of the specific application being managed," said SensorLogic President and CEO Dr. Jeff Smith. "Joining forces with AirLink and SimpleComTools enables us to present a flexible, complete solution that is easy to acquire and implement for a wide range of applications."

The Raven CDMA, the COM1000 and the M2M Portal service are available together in an Application Starter Kit that contains all of the cables, power supplies, documentation and other accessories needed to prototype an industrial monitoring application in days. The Application Starter Kit is available from any of the three companies and comes already activated on a CDMA network.

AirLink will be showing the integrated Application Starter Kit at booth No. 5522 and SensorLogic will be exhibiting at booth No. 5425 at CTIA.

About AirLink Communications
AirLink Communications, Inc., founded in 1993, delivers wireless data solutions that enable pervasive connectivity to fixed and mobile assets. The company's continued industry leadership is based on its reputation for making complex wireless data solutions work. AirLink proactively designs and commercializes products based on a clear understanding of evolving customer needs. The company maintains strong working relationships with carriers, dealers and solutions providers. Its devices are broadly certified on major wireless networks in North America. AirLink's multi-tiered product suite includes both hardware and comprehensive software. For more information, please visit www.airlink.com.

About SensorLogic
SensorLogic makes it easy for companies to develop what normally would be very complex machine-to-machine (M2M) applications. Based in Dallas, Texas, SensorLogic provides an integrated M2M solution that bundles all necessary components and device management capabilities with the most effective wireless data communications service. SensorLogic is the first provider that doesn't force developers to spend huge amounts of capital or require a lengthy time-to-market to deploy private-label commercial-grade M2M services. More information on the company can be found at http://www.sensorlogic.com.

About SimpleComTools
SimpleComTools develops unique and compelling communications software and hardware solutions. Their flagship product, the COM1000™ is a one-of-a-kind Internet appliance that can be seamlessly integrated into LAN, WAN, and wireless projects. Its pre-formatted embedded applications provide a quick and easy means of obtaining simple event notifications, as well as Internet enabling legacy remote data collection equipment. It is specifically designed for today's advanced 3G wireless data networks and Machine-to-Machine (M2M) application services. For more information, please visit http://ww.simplecomtools.com.

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