Simple Com Tools showcases M2M Solutions at CTIA Wireless

Solutions Providers and Customers Meet at M2M Zone

Tampa, FL – March 19, 2006
Simple Com Tools, LLC – developer of award winning solutions that make it easier to collect and integrate machine data announced their attendance at CTIA Wireless in Las Vegas, NV from Apr. 5-7. Simple Com Tools will be exhibiting their unique M2M solutions in Booth #5412, located in the **M2M Zone**™ Pavilion.

The M2M Zone™ features exhibitors with pioneering wireless machine-to-machine (M2M) services and products. M2M solutions include wireless remote control and monitoring of fixed and mobile devices for enterprise and consumer markets. The M2M Zone is where network operators, application designers, hardware manufacturers, media groups and end-users come together to showcase exciting wireless M2M communications. Join industry leaders as they build the partnerships and develop the devices, interfaces and systems to grow the wireless M2M industry.

"As the next evolution in networking, we will see traditionally 'dumb' machines going online," said Ian Barkin, managing director of The FocalPoint Group, the San Francisco market research firm. "The number of assets with microchips and an ability to communicate location, status, and other characteristics will grow dramatically as companies realize the major impact device connectivity will have on their business. The adoption of M2M will also have many positive impacts on our daily lives."

Simple Com Tools provides products that simplify the capture and integration of machine data. Our unique solutions unify event capture, communications, and pre-compiled applications into easily configurable appliances, enabling companies to quickly and cost effectively deploy M2M solutions in ways never available in the market until now.

"There is a new breed of engineer working on M2M," states Bill Farley, VP of Sales for Simple Com Tools. "They've got responsibilities for all facets of M2M implementation, including selecting automation methods, hardware interfaces, networking, wireless communications, data collection, and more. They've got a lot on their plate and limited budgets, so when it comes to making things work, they need technology that's intuitive and easy to deploy. That's where we come in. And being in the M2M Zone gives us the perfect opportunity to showcase our technology and prove to people how we make M2M - Simplified."

On site at CTIA will be demonstrations of the following products:

• COM1000 Industrial Internet Appliance:
With its unique blend of serial and IP communications, I/O, and embedded applications, the COM1000 solves many M2M deployment challenges. Here are just a few of the features that the COM1000 has to offer:

- • (4) Digital Inputs
- • (1) Analog Input
- • (1) Relay Output
- • Ethernet, RS232, RS485 ports
- • Support for CDMA, GPRS, & more

- • Support for private radio
- • Supports HTTP, TCP, UDP, PPP
- • RS232 & RS485 device servers
- • SMTP, FTP, and SMS clients
- • Custom firmware for ASPs

• COM1000 for SensorLogic:
The same well-known rugged and flexible device but loaded with special firmware that allows for communicating and reporting events to SensorLogic's flexible M2M application building platform. Delivered as a hosted service and designed for self-service administration, SL Platform gives solution developers an attractive alternative to in-house development.

• XML1000 Serial I/O Server:
Designed to serve as both a partner to the COM1000 or as a stand-alone device, the XML1000 is also an important device servicing the M2M market. Simplistic in both its design and feature set, the XML1000 serves a virtually un-addressed niche in the M2M market – the low-cost standards-based, open-source, hardware appliance for capturing I/O events. With a RS232 DB9 port for the physical interface, the XML1000 Serial I/O server allows for a network agnostic communications transport of your XML data. Communicating with the XML1000 can be done over serial links, leased-lines, dialup, or via TCP/IP using IP-to-Ethernet device servers or 3G wireless data modems.

• PRC1000 Programmable Relay Controller:
The PRC1000 Programmable Relay Controller is an extremely low-power, user programmable dual mode/dual relay controller providing complete power control for two individual electronic devices. Equipped with two separate SPDT (Single Pole Double Throw) relays, individually configurable schedule timers and serial data stream triggers, the PRC1000 provides for either manual or automatic operation of any electronic equipment.

About Simple Com Tools
Simple Com Tools, 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. 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 additional information on SimpleComTools, visit them online at www.simplecomtools.com.

CONTACT INFORMATION:

Simple Com Tools, LLC
Brian McKeon
VP Marketing & Business Development

(813) 864-7382
bmckeon@simplecomtools.com