

NEWS RELEASE



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TMC and OnAsset Intelligence Announce Speaker Lineup for M2M Evolution, September 13-15, 2011 in Austin TX

*DHL, Southwest Airlines and Sprint
Highlight Premiere B2B Event for the M2M Industry Focused on End User Applications*

Norwalk, CT, June 8, 2011— TMC and OnAsset Intelligence today announced the speaker lineup for the [M2M Evolution Conference](#), collocated with [ITEXPO](#), September 13-15, at the Austin Convention Center in Austin, Texas.

M2M Evolution 2011 showcases B2B applications in the transportation industry, and examines the intersection of technology, regulatory issues, end user applications, and the ROI associated with M2M technology. Sessions featured in the M2M Evolution Conference include:

Analyze This! A Roundtable Discussion: James Brehm of Compass Intelligence; Yiru Zhong of Frost & Sullivan, Mike Sapien of Ovum Research, and Taya Tuggle of the Transported Asset Protection Association (TAPA) will identify trends in the M2M space, and highlight companies that best utilize M2M technology.

Chain of Custody and 24x7 Visibility Solutions for the Air Cargo Industry: DHL Global Same Day's Matt Groppe, and Southwest Airlines Cargo's Wally Devereaux will discuss the possibilities that M2M tracking solutions will enable for air cargo.

Security, Recovery and Risk Management: Raymond F. Flemming of Flemming Cargo Securement will discuss best practices for interpreting M2M data and deploying law enforcement contacts in the event of a cargo theft.

The Value Is Guaranteed! Insuring M2M: Glenn Stebbings and Michael Stoll of GSIS will describe a new preferred risk management program that leverages M2M technology to protect cargo, and will work to reward freight carriers for exceptional operational performance.

How People, Processes and Technology Can Reduce Criminal Activity in the Supply Chain: Board members from TAPA, (the Transported Asset Protection Association) will share their insights on securing the supply chain with standards, procedures, and technology.

Technology in the Transportation Infrastructure: Frank Conde, of the North America's Corridor Coalition (NASCO) will discuss how information provides the key to enhancing security and efficiency in the transportation industry.

Technology Corner: the M2M Ecosystem: After a full day of discussing end-user applications, this session will kick off day-two with a technology update from Sprint, OnAsset Intelligence, Omnilink, and Qualcomm.

Build it, Sell it, Ship it: M2M and ERP in the Supply Chain: Executives from Clareo Inc., and Agheera and will discuss the business processes that leverage M2M applications to improve operational performance and how regulatory changes impact the growth of M2M in food defense.

“What’s unique about this event is the focus on supply chain performance, ROI models and business process efficiency,” said Conference Chair Nikki Cuban, of OnAsset Intelligence. “Assembling all of the stakeholders in one place - from shippers, carriers, security professionals, food defense experts, and technology providers - highlights the momentum of M2M, and underscores a common goal within the supply chain, to enhance security and improve performance through collaboration.”

[Registration](#) for the M2M Evolution Conference is now open. Sponsorship, branding and advertising opportunities are also available, and interested parties should contact [Matthew Gleeson](#) at 203.852.6800 ext. 145. Members of the media can reserve media credentials by contacting [Todd Keefe](#) at For Immediate Release PR.

About TMC:

Technology Marketing Corporation (TMC) is a global, integrated media company that helps clients build communities in print, in person, and online. TMC publishes the [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), [NGN](#) and [InfoTECH Spotlight](#) magazines. TMC is the producer of [ITEXPO](#), the world’s leading B2B communications event. [TMCnet.com](#), which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. In addition, TMC runs multiple industry events: *4G Wireless Evolution*; *M2M Evolution*; *Cloud Communications Expo*; *SIP Tutorial*; *VIPeering*; *Business Video Expo*; *Regulatory 2.0 Workshop*, *DevCon5: The HTML5 Development Conference*; *CVx*; *Digium|Asterisk World*; *StartupCamp*; *MSPAlliance MSPWorld* and more. Visit [TMC Events](#) for a complete listing and further information.

About OnAsset Intelligence:

OnAsset Intelligence Inc. is a leading provider of wireless devices and software solutions focused on helping customers wirelessly locate, track, connect, and manage fixed and mobile assets in real-time. The company’s M2M products and services include SENTRY™ wireless hardware with its flagship product line FlightSafe™ for air cargo tracking and ContainerSafe™ for shipping container security, its web-based Vision Platform™ and global wireless connectivity services. OnAsset is headquartered in Irving, Texas. For additional information on OnAsset’s [SENTRY](#), [FlightSafe](#), [ContainerSafe](#), and [Vision](#) products, please visit <http://www.onasset.com/>.

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