

NEWS RELEASE



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OnAsset Enhances the Vision Platform with Capabilities Specific to the Shipping Industry

New Functionality makes it Easier for Shippers to Customize Alert Criteria, Interpret Asset Tracking Data, and Respond to Issues in the Supply Chain

Irving, TX – September 14, 2011 - OnAsset Intelligence, Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced the latest version of the Vision Software Platform, at the M2M Evolution Conference in Austin, Texas.

Vision is a Software-as-a-Service solution that provides shippers with 24x7 visibility regarding the whereabouts and condition of their high-value assets in the supply chain. Vision features intuitive mapping capabilities with custom data overlays that visualize the real-time state and location - as well as the status history - of any high value asset being tracked by OnAsset's SENTRY™ devices.

Shippers and third-party logistics providers use Vision to monitor and analyze the data sent from SENTRY devices in the field, and Vision helps shippers manage response plans in the event of a theft or temperature alert during transit. New functionality incorporated into the latest version of Vision makes it easier for customers to:

- Establish threshold limits regarding the temperature, pressure, humidity, light, motion, shock & vibration of transported assets.
- Create virtual perimeter “geo-fences” that track the location of cargo from origin to destination. Vision can save route groups for frequent transit, or repeat shipments.
- Customize notifications - via email; SMS; or EDI exchange; in the event of an alert.
- Incorporate third-party data feeds that include: weather reports; traffic reports; surveillance cameras at points of interests, such as rest stops or gas stations; airline arrivals; sea port arrivals; crime feeds; and other data feeds.
- Integrate Vision data directly into the ERP systems of shippers, manufacturers, distribution centers and retail outlets - providing complete visibility for in-transit and delivery status.

“Our SENTRY asset tracking devices provide a wealth of data, and the Vision platform enables customers to interpret the data, and turn it into actionable intelligence in the event of an alert during transit,” said Chris Robison, Vice President of Development and Professional Services for OnAsset Intelligence. “The latest version of Vision incorporates functionality that’s specifically designed to work the way that shippers and logistics providers work. Much more than just ‘dots-on-a-map’, Vision is a business-centric tool that helps companies secure their supply chain, and reduce their transportation costs.”

OnAsset is showcasing the Vision platform this week at the [M2M Evolution Conference & Expo](#), in Austin TX. Visit OnAsset in booth # 1319, or visit www.onasset.com for more 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. The company is headquartered in Irving, Texas. For additional information on OnAsset's [SENTRY](#), [FlightSafe](#), [ContainerSafe](#), and [Vision](#) products, please visit www.onasset.com.

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