

NEWS RELEASE



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CONTACT: Todd Keefe
For Immediate Release PR
617-262-1968
todd@firpr.com

OnAsset Intelligence's Vision Platform Wins Best-of-Show at ITEXPO West 2011

Intuitive Mapping Capabilities, and Functionality Specific to the Shipping Industry Help Vision Secure Top Honors at the M2M Evolution Conference

Irving, TX – September 20, 2011 - OnAsset Intelligence Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced that its Vision Platform™ received TMC's Best-of-Show award at ITEXPO and the M2M Evolution Conference in Austin.

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 of any high value asset being tracked by OnAsset's SENTRY™ devices. Shippers and logistics providers use Vision to monitor and analyze the data sent from SENTRY devices - and manage response plans in the event of a theft, temperature deviation, or any sensor-based cargo conversion event that can occur during transit.

New functionality added to the latest version of Vision - which was announced last week at the show – makes it easier for users to establish temperature threshold limits; define virtual perimeter “geo-fences” for cargo in transit; send alert notifications via email or SMS; incorporate third-party data feeds, such as weather or traffic reports; and Vision data can now be easily integrated into the ERP systems of manufacturers, shippers, and transportation providers to provide complete visibility across the supply chain.

“Vision is a feature-rich platform that enables customers to turn asset-tracking data into actionable intelligence in the event of an alert during transit, and we're proud that TMC has recognized our efforts with a Best-of-Show award,” said Adam Crossno, President and CEO for OnAsset Intelligence. “The feedback we received at the show last week was tremendous, and we're grateful to TMC for recognizing us with this award.”

“Our event last week in Austin raised the bar in every conceivable way – from conference content, to attendee count, and for the quality and breadth of the products and solutions showcased on the Exhibit Hall floor,” said Rich Tehrani, TMC CEO and Conference Chairman. “We're pleased to honor OnAsset Intelligence with a “best-of-show” award, and we congratulate them for standing out amongst a large and highly competitive field.”

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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