

NEWS RELEASE



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OnAsset Intelligence's Nikki Cuban Appointed Conference Chair For the M2M Evolution Conference, September 13-15, 2011 in Austin, Texas

Appointment Brings a Greater B2B focus; More End-User Participation; and Specific Examples of the ROI Associated with M2M Technology

Norwalk, CT, May 12, 2011— TMC today announced that OnAsset Intelligence's Nikki Cuban has been appointed Conference Chair of the M2M Evolution Conference, taking place at ITEXPO on September 13-15, in the Austin Convention Center. Cuban's appointment signifies a shift in the event's content, towards a B2B focus, with greater emphasis on case studies and deployment stories that highlight the ROI associated with M2M implementations.

"In working with Nikki since our January show in Miami, it's clear that she possesses the vision and the contacts needed to create an M2M event that identifies and addresses the issues that businesses care about," said Crossfire Media's Carl Ford. "Collectively, we are working to produce an M2M event that stands apart from what's presented at B2C events, and we're looking forward to unveiling a truly unique program in Austin."

The recently announced [agenda](#) for the M2M Evolution Conference is now available online. It focuses on technology; end user applications/embedded M2M; regulatory/compliance issues; and ROI – "the Fast Path to Cash". The conference will present the opinions, and lessons learned from dozens of practitioners who are using M2M technology on a daily basis. Anyone interested in participating, or learning more about the conference, should contact [Nikki Cuban](#) or [Carl Ford](#).

For the last decade, Nikki Cuban has worked extensively in the wireless networking and data services industries. She began her career as an analyst with Parks Associates, covering ultra-wideband communications and the penetration of home networks into consumer markets. From there, she joined the commercial and industrial division of TXU's Energy Services, where she worked as a technology marketing manager, launching a new service that helped companies remotely monitor machine assets over the Internet to help reduce energy expenses. Nikki joined Sensorlogic in 2003, as director of marketing, where she helped grow the company from a small technology group to a well recognized brand name in the industry. In October of 2008, Nikki joined OnAsset Intelligence, where she currently serves as Vice President of Marketing. Nikki is also the PR associate for TAPA – the Transport Asset Protection Association for the Americas.

"I'm proud to be working with TMC and Crossfire Media to develop an M2M event that the industry has been clamoring for," said OnAsset Intelligence's Nikki Cuban. "We're going to present the issues, and let the users of the technology share their stories on what works in the M2M world today. We'll help attendees come away with a thorough understanding of the requirements; the challenges; the solutions, and the ROI associated with M2M technology."

[Registration](#) for the M2M Evolution Conference is now open. Sponsorship, branding and advertising opportunities are also available, and interested parties should contact [Anthony Cassio](#). 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*; *Smart Grid Summit*; *M2M Evolution*; *Cloud Communications Expo*; *SIP Tutorial*; *VI Peering*; *Business Video Expo*; *Regulatory 2.0 Workshop*; *DevCon5: The HTML5 Development Conference*; *CVx*; *Digium\Asterisk World*; *StartupCamp*; *MSP Alliance 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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