

NEWS RELEASE



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OnAsset Intelligence Showcases Next-Generation M2M Technology for the Shipping and Logistics Industry at the M2M Evolution Conference in Miami

OnAsset Participates in an End-to-End Deployment Story with Global Logistics Provider C.H. Robinson on February 2nd

Irving, Tx – January 27, 2011 - OnAsset Intelligence Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced its participation in the upcoming M2M Evolution event, taking place February 2-4, in the Miami Beach Convention Center as part of ITEXPO.

Exhibiting in Booth 228, OnAsset will showcase its SENTRY™ family of wireless telemetry devices for GPS tracking, remote sensing, and the monitoring of fixed and mobile assets on the ground, in the air, or across oceans. OnAsset's patented FlightSafe™ technology features an array of sensors and firmware logic that makes chain-of-custody and quality assurance tracking in commercial airfreight possible for M2M applications.

At the M2M Evolution Conference, C.H. Robinson, one of the world's largest providers of multimodal logistics services, fresh produce sourcing, and information services, will present a deployment story describing how OnAsset's asset tracking technology is providing in-transit visibility and remote situational awareness in the supply chain.

Scheduled for Wednesday, Feb. 2, from 1:30 to 2:30 PM, this case-study will help service providers, device manufacturers, and enterprise executives:

- Learn how M2M technology has enhanced the way C.H. Robinson manages its ground and air freight operations using a single platform
- Analyze how C.H. Robinson and Flemming Cargo Securement are using M2M technology to mitigate risk in the supply chain.

The session will also share a number of "lessons-learned" for developing state-of-the-art M2M-based technologies.

To attend this session; or to receive [expo passes](#) for M2M Evolution at ITEXPO, please contact [Nikki Cuban](#) at OnAsset Intelligence. Members of the media can arrange a briefing with OnAsset Intelligence by contacting [Todd Keefe](#) at For Immediate Release Public Relations.

Founded in 1905, C.H. Robinson Worldwide, Inc. is a global provider of multimodal logistics services, fresh produce sourcing, and information services to 35,000 customers through a

network of more than 230 offices and approximately 7,500 employees around the world. For more information, please visit <http://www.chrobinson.com/en/us/>.

About OnAsset

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, please visit <http://www.onasset.com/>.