M2M, Location, and Environmental Tracking
AIR CARGO

sales@onasset.com
OnAsset Intelligence
3080 Story Rd. W
Irving, TX
P: 972-659-1619

OnAsset Intelligence: "M2M" Service Provider

OnAsset is an M2M* manufacturer and system designer of GPS, sensor-based **tracking devices and applications** that serve transportation providers, shippers of high value cargo, and consumers who move important valuables through the global supply chain.
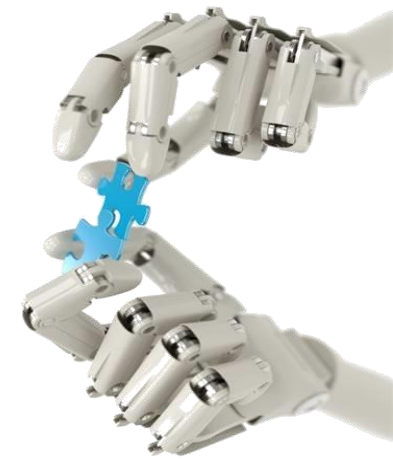
Machine-to-Machine Communications is the automated data transmission of electronic devices over a wireless network, where communication takes place without human intervention.   The term was coined by Nokia in 2002, now also often called:

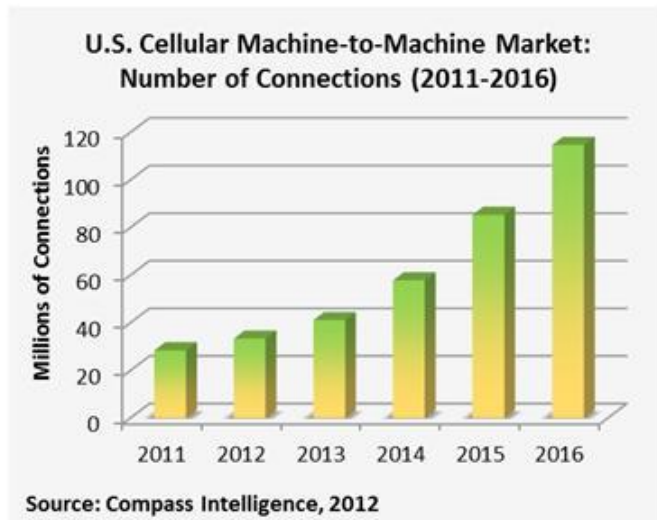▸ **"Internet of Things" / "Connected World" / "Smarter Planet (IBM)"**

MACHINE-TO-MACHINE

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M2M Predictions are Strong

- 33.3 Million total M2M connections in the U.S. in 2012
- Growth is forecasted at 114.7 million connections by 2016

36% Growth by 2016

U.S. Cellular Machine-to-Machine Market: Number of Connections (2011-2016)

Source: Compass Intelligence, 2012

▸ The largest B2B vertical market is the transportation vertical, with over 40% market share.

▸ Growth will come from areas where there is a demonstrable ROI, cloud computing and hosted applications will drive M2M adoption.

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ROI Benefits of Real-Time Information

- ▸ Improved Operations
- ▸ Reduced Risk & Exposure
- ▸ Call Volume Reduction
- ▸ Service Differentiation
- ▸ Proactive Response
- ▸ Compliance Validation
- ▸ Accountability
- ▸ Improved Workflow Management
- ▸ Scalability
- ▸ Confidence to Carry New Cargo

Real-Time Data

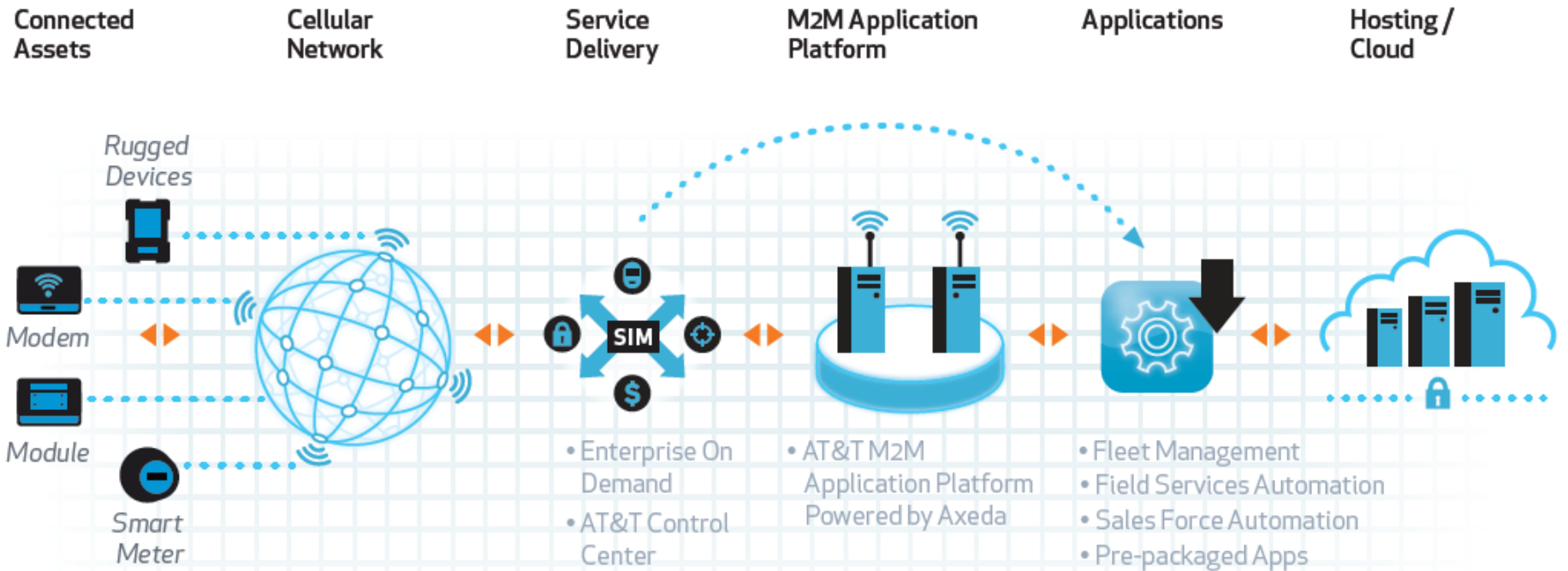Reduced Risk & Exposure

Improved Workflow

New Offerings

All Major Wireless Carriers are M2M Focused

AT&T Machine to Machine

Increase productivity through the deployment of fully integrated mobile solutions.

Connected Assets	Cellular Network	Service Delivery	M2M Application Platform	Applications	Hosting / Cloud

Connected Assets: Rugged Devices, Modem, Module, Smart Meter

Service Delivery:
- Enterprise On Demand
- AT&T Control Center

M2M Application Platform:
- AT&T M2M Application Platform Powered by Axeda

Applications:
- Fleet Management
- Field Services Automation
- Sales Force Automation
- Pre-packaged Apps

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In OTHER WORDS….

▸ No costly reader infrastructure

▸ Very few visibility gaps

▸ No time delays or human effort involved in data collection

▸ No read rate issues

▸ **Track Now vs. Later**

　◦ *Very low market entry and start up costs*

RFID vs. M2M in Medical Facilities – Helpful Tips

GUIDELINE FOR CHOOSING ASSET TRACKING TECHNOLOGY

Visibility Frequency	Environment	Asset Value				
		$300	$3,000	$10,000	$20,000	$150,000
Daily	Patient Room					
Weekly	ICU					
Weekly	Recovery					
Weekly	Bio-Medical					
Monthly	ER					
In/Out	Central Supply					
In/Out	Warehouse					

LEGEND: Bar codes = ||||| UHF RFID = 📶 RTLS = 🔲
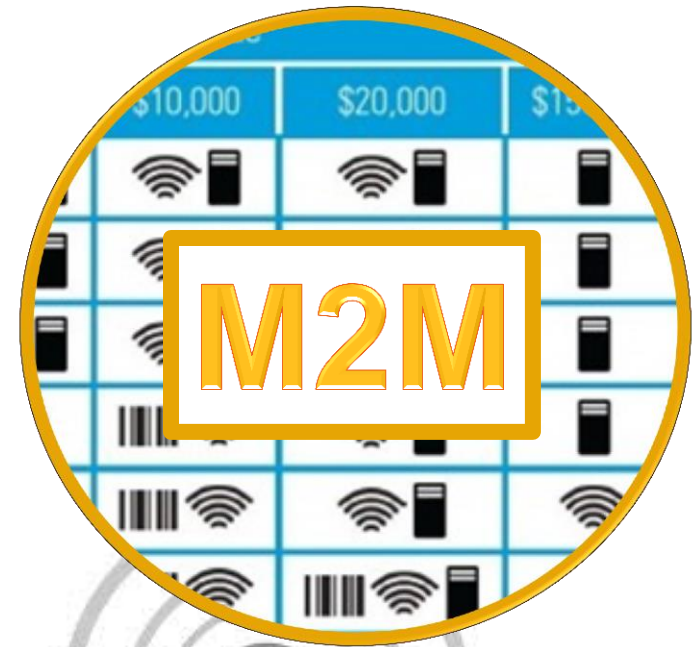
Source: Intelligent Hospital Today: http://intelligenthospitaltoday.com/rfid-tracking-vs-barcode-scanning-how-to-determine-which-is-essential-for-your-healthcare-environment/

RFID vs. M2M in Air Cargo

- Asset Value = HIGH
- Replacement Costs = HIGH
- Supply Chain Disruption = HIGH
- Supply Chain Process = COMPLEX
- Deployment Footprint = GLOBAL

High Value, Fast & Frequent = M2M

M2M Partners

Delivering data fast to achieve faster response time.

Raising Asset Tracking to New Heights

▸ Vision Platform powered by AT&T Cloud

▸ Exclusive partnership for low-cost international data services

▸ AT&T Financing services for high volume device deployment

▸ Next Generation FlightSafe

Joining Forces to Propel Data Forward, Fast

▸ Integrating FlightSafe with RKN e1 and RAP e2 Active Containers

▸ Telemetry data management and reporting services

▸ Proactive response procedures, maintenance awareness, and improved return

Key Drivers of M2M Technology

BUSINESS DRIVERS ➡ SENSOR DATA

BUSINESS DRIVERS	SENSOR DATA
▸ Compliance Management	▸ Temperature & Humidity
▸ Claims Costs	▸ Verification & Trending
▸ Chain of Custody	▸ Location
▸ Cargo Security	▸ Light Detection
▸ Service Differentiation	▸ All of the above

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SENTRY FlightSafe Tracking Device

- ▸ GSM / GPRS Global Communications
- ▸ Long battery life range: 4 to 7 days
- ▸ Active Sensor Suite
  - ◦ Temperature
  - ◦ Humidity
  - ◦ Intrusion Detection (Light / Dark)
  - ◦ Shock
  - ◦ Vibration
  - ◦ Motion
  - ◦ GPS & AGPS Location
- ▸ Adaptive to all types of cargo
  - ◦ Oil & Gas
  - ◦ Machine Parts
  - ◦ High Value
  - ◦ Precious Metals & Documents
  - ◦ Pharmaceutical and Life Sciences
  - ◦ Perishables

Environmental	• Operating: - 20°C to 60°C • Charging: 0°C to 34°C • Storage: - 40°C to 85°C
Dimensions	Standard Battery • 3.75 in Wide x 1.06 in High x 5.13 in Length • 10 oz Extended Battery • 3.75 in Wide x 1.88 in High x 5.13 in Length • 1 lb 6 oz

Approved by Operators Across the Globe
SENTRY FlightSafe® Network

OnAsset Contact Information

▸ Airline Approval Process Manager
  ◦ Paul Rodwell
  ◦ Based in the U.K.
  ◦ +44 7917 649325
  ◦ prodwell@onasset.com

▸ VP of Business Development & Approval Program Development
  ◦ Nikki Cuban
  ◦ Based in the U.S.
  ◦ ncuban@onasset.com
  ◦ 972-659-1619 x 138

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