



**FEUERLABS**

Connecting the internet of Things

## **Omnisense and Feuerlabs announce partnership to trial Exosense for scalability and device management.**

14th June 2013

Omnisense, a leading sensor positioning and monitoring company, today announced its partnership with Feuerlabs, a pioneer in highly scalable embedded device management. The two companies are collaborating to enable remote device management of the Omnisense Series 500 geolocation platform to create a scalable infrastructure solution.

The increasing demand for the Series 500 and the data acquired from the sensors has made Feuerlabs and Omnisense natural partners. The Exosense platform from Feuerlabs adds a range of important features to the Series 500 including:

- Device and traffic management
- Remote configuration, administration, and monitoring of devices
- Reliable, flexible, and secure data pipes to the devices
- Scalability to tens of millions of devices over any wireless network

The Linux based solution from Feuerlabs has been successfully used in Telecoms, Automotive and Health. Feuerlabs is also a founder member of the AGL (Automotive Grade Linux) group within the Linux Foundation, which has successfully run demonstrations with companies like Jaguar Land Rover, Toyota, Intel, TI, Nissan amongst others.

Peter LeNoach, President at Feuerlabs said: “We are very pleased to announce our partnership with Omnisense and the new opportunities this collaboration brings. Essentially, we are combining many years of telecom experience in managing large scale distributed systems with the world of positioning systems, and integrating them into a cloud based solution. We are also very excited about the fact that we will be able to provide Omnisense to U.S. customers, and the additional avenues to the European market this affords us. Both of our companies are growing, and we think this technology combination is the basis of a long term relationship.”

Andy Thurman, Founder and CEO of Omnisense added: “We're delighted to be partnering with Feuerlabs in this opportunity. With the increasing level of enquiries we are seeing for our Series 500 product range, we see great potential benefit by adding Exosense to the management of our devices in the field. The ability to remotely manage and configure our devices enhances our product capability and will be a huge benefit to our customers.”



## Notes for editors:

About Omnisense <http://www.omnisense.co.uk>

Omnisense supplies positioning products which enable people and assets to know where they are relative to each other. Our ground-breaking collaborative intelligent sensor network is completely wire free, making it quick and easy to install.

Through its Series 500 platform, Omnisense is becoming the technology of choice for companies and partners operating in the Dairy, Industrial and Safety, and Healthcare markets.

Leading the shift to real time monitoring through the cloud without the need for traditional fixed infrastructure, Omnisense enables customers to:

- Track people, animals and assets, continuously and on-demand providing valuable information on behaviour, activity and position
- Operate seamlessly indoors and outdoors, in GPS-denied environments
- Easily integrate with existing systems
- Quickly and cost effectively deploy location network solutions
- Enjoy lowest total cost of ownership

Customers need better location data to increase operational efficiency, ensure safety of staff, manage security, and to quickly locate assets or people. Omnisense provides true position and behavioural information, using industry standard protocols to deliver contextually relevant information to third-party applications, including: position, direction, zone, change in behaviour or telemetry data.

Omnisense is headquartered in Cambridge in the United Kingdom with a growing and global customer base.

About Feuerlabs - <http://feuerlabs.com>

Feuerlabs was founded in 2011 to address the need for highly scalable management products for connected devices, using evolved telecom carrier grade communication technology to provide robustness and scalability.

## Exosense Key Benefits:

### Rapid, Efficient Development with Excellent Scalability

- Develop & upgrade on the fly - affords valuable parallel development time



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- Rapid deployment using Feuerlabs' existing hosted server
- Scalable to tens of millions of units - minimizes rework as footprint grows

### Low Operating Costs

- Hardware and network agnostic - not an expensive, proprietary ecosystem
- Automatic traffic throttling - monitor and control data usage
- Software-as-a-Service (SaaS) model - only pay for what is used

### Secure and Robust Performance

- Enterprise-level security through end-to-end encryption
- Built on the highly-robust, open source Erlang/OTP telecom platform from Ericsson AB
- Mixed asset management and over-the-air firmware upgrade/roll-back

Exosense uniquely addresses the requirements of next generation energy, transport, medical, defense, and asset management systems. Feuerlabs is an active member of the [Linux Foundation](#) and is a founding member of the Automotive Grade Linux Workgroup.

### Media contacts - Press and relations

Andy Thurman, CEO

Omnisense Limited

3rd Floor, 59 St Andrew's House, St Andrew's Street, Cambridge CB2 3BZ, UK

Tel: +44 (0) 1223 651390

[media@omnisense.co.uk](mailto:media@omnisense.co.uk)

Peter LeNoach, President

Feuerlabs

19821 Hamilton Avenue, Torrance, CA 90502 USA

Tel: +1 (714) 654-4252