

May 2013 Cambridge, United Kingdom

Omnisense closes Friends and Family Investment Round

Omnisense Ltd, a leading sensor positioning and monitoring company, today announced the completion of a friends a family round, raising £150,000, into the company. Funds will be used to launch its next generation 500 Series Products into industrial, dairy, mining and security markets.

New investors into the company include Tim Moore, Marcus Taylor and a fund administered by Dr Tomaž Slivnik. Dr Moore and Mr Taylor worked with the founders at Scientific Generics (now Sagentia plc).

Andy Thurman, CEO of Omnisense stated, “Since incorporation in 2008, shares in Omnisense have been tightly held among the founders. In closing the friends and family round, we're not only raising valuable working capital, to invest in production and sales capacity, but we're also confirming access to experienced entrepreneurs and businessmen who are well known to us and whose endorsement will help us move the company through its next stage of growth”.

The new investors are also joining Omnisense's strategic advisory board.

About Omnisense:

Omnisense is a leading provider of smart location-based technology solutions.

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. Omnisense's proprietary tags are small, lightweight and robust.

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 complex GPS-denied environments
- Easily integrate with existing systems
- Quickly and cost effectively deploy location network solutions
- Enjoy lowest total cost of ownership

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

Find out more information about our products and services on our newly renewed website

www.omnisense.co.uk

About the new investors:

Dr Tim Moore is CTO of Jemella Group recently acquired by Lion Capital. Tim was a senior consultant at Sagentia before becoming CEO of Sagentia SGAI, in Hong Kong.

Marcus Taylor is the Digital Strategist for Bristol York and Founder/Board Member of

Silent Sensor, Steel Eel and Feuerlabs. He was the Co-founder and CEO of Erlang Solutions before selling his interest to Trifork A/S in Denmark. Prior to that he had held management positions at IBM, Logica, GSM Association and SICPA.

Dr Tomaz Slivnik is an experienced entrepreneur and angel investor with principal interests in technical software, electronics and other engineering and technology businesses. He is a director of several technology companies. Prior to having founded and funded a number of successful technology startups, he studied mathematics at Cambridge University and worked as a university researcher.

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