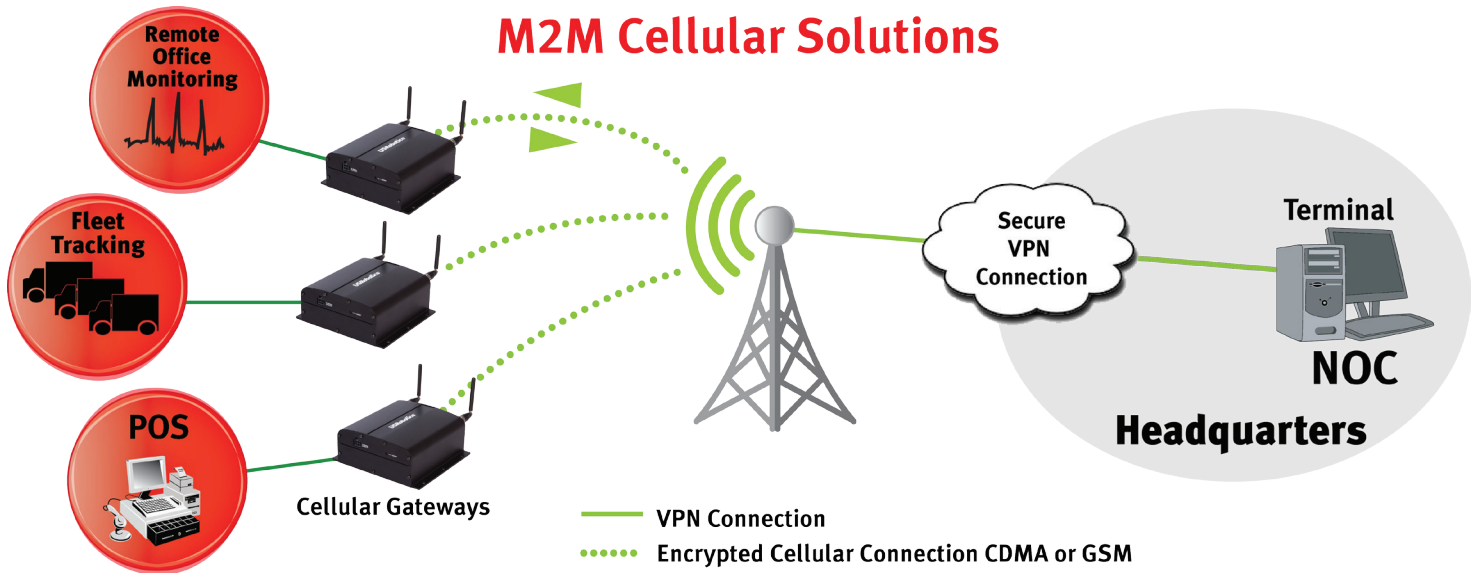


Cellular M2M Applications

USRobotics Cellular Modems make remote management and cellular connections easy and cost-effective for quick and simple deployments.



Application: Remote Managed Services

Problem: Managed Service Providers need to easily and quickly access and manage remote locations to troubleshoot network systems. MSPs also want to alleviate confusion with many customers regarding the management of the dedicated telephone line services that are required for remote access.

Solution: Using a static IP, the MSP can connect to the USR cellular modem using a persistent connection for modem terminated access. In addition, USR's solution allows pooling of data across multiple customers allowing a MSP one master account with a few key benefits: lower data rate plans, consolidated customer billing for both data and management services, and complete control of the services - no accidental turning off the telephone line reducing service disruption during critical times.



Application: Migrate Legacy Serial (RS232) PSTN Modem

Problem: Current analog remote management customers need to transition due to telephone line availability limitations, costs associated with telephone lines, or the need to expand to a wireless based solution.

Solution: Eliminating the need for multiple telephone lines and transitioning to cellular reduces overall costs drastically from \$50 a month per line to under \$8 a month for a 5M data plan plus a flat \$50 monthly fee per account. For example a 10 site network using analog modems would cost ~\$500/mo. The same network with a cellular solution would cost ~\$130/mo.



Application: Integrator - Simple Customization and Configuration

Problem: Integrators and developers need to customize just about every installation for each customer. Programming can be time consuming (months) and quite costly when outsourced.

Solution: Most integrators can do basic configuration in days with USR3510's user friendly GUI saving both time and money - minimizing the need to outsource.



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Cellular Applications

Application: Small Business - POS (Point of Sale)

Problem: Small businesses with only a few Point of Sale kiosks have a hard time finding reasonable cellular data rate plans from MNOs or retail providers.

Solution: The USR3510 can be used as part of a compliant PCI (Payment Card Industry) system. With USR's preferred cellular partner small volume customers can get the same great rates as customers with large volumes as well as increased security and encryption to make sure transactions stay safe.



Application: Building Remote Monitoring and Control

Problem: Facility managers at a school campus or industrial facility need to monitor and control a variety of building system units including fans, boilers, HVAC, fire sensors and security.

Solution: With a USRobotics Cellular Modem sensors can be used to trigger an alert and the engineer can access each of the modems with a static IP and connect to each unit to configure and control after the alert. The two way connection also allows the engineer to check on the system for regular maintenance.



Application: Oil Spill Detection and Alarm

Problem: Industrial and environmental applications require remote detection of oil spills in real-time.

Solution: A specialized oil detection sensor was used in tandem with the USR3500 modem with robust embedded software to instantly detect a spill or leak and send notification immediately or at fixed time intervals. This solution reduces risk and allows fast containment averting costly environmental damages, cleanup expenses, fines, regulatory penalties, and PR problems.



Unlimited M2M Applications & Uses

Energy

- Energy Management
- Wind Turbines
- Power Quality
- Metering
- Machine Monitoring

Transportation

- Fuel Tank Monitoring
- Traffic Management
- Navigation
- Fleet Management
- Asset Tracking

Industrial

- Irrigation Systems
- Weather Data Logging
- Agricultural Monitoring
- Machine Maintenance and Monitoring

Retail

- Point of Sale Terminals
- Vending Machines
- Digital Signage
- Cash Registers

Security/Public Safety

- Surveillance
- Equipment Tracking
- Water Resource Management

Home

- Network Infrastructure
- Security Alerts
- Fire Safety
- HVAC
- Lighting/Entertainment

Healthcare & Science

- Electronic Care Devices
- Home Monitoring Systems
- Diagnostics Labs

IT & Buildings

- Remote Troubleshooting
- Failover
- HVAC
- Lighting
- Security
- Access



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