



## NEWS RELEASE

### **IsatM2M service enables enhanced two-way communications for Machine-to-Machine (M2M) applications**

*New service offers quick reporting and increased end-to-end functionality for global  
asset tracking, control, monitoring and security applications*

**Tewkesbury, UK - 13th September 2007:** Inmarsat, the leading provider of global mobile satellite communications, together with the provider of global satellite telematics products and services Satamatics, have announced the commercial availability of Inmarsat's new service, IsatM2M.

Satamatics is a global distributor for IsatM2M, a next-generation satellite telematics service based on the trusted and globally-accepted Inmarsat D+ service. The new service will improve the end-user experience by offering faster data forwarding rates, quicker responses to polling requests and shorter time to first transmission for a broad range of applications. Satamatics will be providing products and services that enable VARs and end-users to take full advantage of the new features available on IsatM2M.

IsatM2M provides seamless global coverage and is ideally suited for end-user applications that require low latency and low power consumption for reliable communications, as well as predictable performance and dependable roaming. Satamatics' products provide accurate GPS tracking and data logging of vehicles, personnel and equipment on land, sea and air, covering areas of the world beyond the reach of traditional methods of communication.

Peter Chisholm CEO of Satamatics, commented, "The launch of IsatM2M represents a significant development for us. It will allow more flexibility in the deployment of our products and a faster service which gives us a competitive edge in the market place. Our engineers and customers have already begun to develop new products which will fully utilise the benefits presented by IsatM2M."

Customers' existing D+ units can be upgraded to make them compatible with the IsatM2M service. All newly purchased units will automatically be shipped compatible with the new service.

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### **About Satamatics**

Satamatics is a global telematics company, which provides customised, end-to-end tracking and monitoring solutions that will work anywhere in the world. With over 100,000 terminals operating on its network, Satamatics enables land transport, security, maritime and oil and gas organisations to locate, track and communicate with mobile assets, safeguard their fleets, cargo and personnel, and monitor their fixed and mobile assets in the most hostile or remote terrains in the world.

The privately owned company was founded in Gloucestershire, UK, in April 2001 and has been placed 19th in a nationwide evaluation of technology companies. The Sunday Times Microsoft Tech Track 100, compiled by Fast Track, ranks Britain's fastest-growing private technology companies and is based on sales growth between 2003 and 2005. Over the period Satamatics' sales grew from £1.3m to £6.7m.

*<http://www.satamatics.com>*

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