



## **Sonitor Technologies and SenseIQ Announce Marketing Alliance**

### *Complementary Real-Time Location Platforms Offer Enhanced Value for Healthcare Facilities*

**Largo, FL and Sunnyvale, CA - September 10, 2007** – Sonitor Technologies, Inc. and SenseIQ, Inc. today announced a strategic alliance to co-market their respective real-time location solutions to healthcare organizations.

According to the agreement, Sonitor's ultrasound-based indoor positioning system (IPS) for providing accurate and reliable room-level location information will be co-marketed with SenseIQ's InSight asset visibility application software, which supports Radio Frequency Identification (RFID) and wireless location technologies to enable multiple asset tracking, data management, business processes and controls-based asset visibility solutions. The seamlessly integrated solution will provide customers an out-of-the-box enterprise-grade asset visibility solution ready to deploy with no end-user training. The companies will coordinate sales and marketing efforts to a variety of healthcare organizations, including hospitals, outpatient clinics, skilled nursing, and assisted living facilities.

Jatin Maniar, President and CEO of SenseIQ stated, "SenseIQ has been working with Sonitor globally and is pleased to announce our alliance to bring breakthrough asset visibility solutions to healthcare facilities worldwide. Sonitor's sub-room level accuracy in RF sensitive environments, such as hospitals, offers a practical alternative for real-time location where conventional RF based technologies may not be very reliable or dependable. SenseIQ's enterprise-class application complements Sonitor's indoor positioning technology to provide a reliable, accurate and high value solution with measurable outcomes."

Terry Aasen, President and CEO of Sonitor Technologies, Inc. commented, "We are pleased to partner with SenseIQ to offer our location technology to healthcare facilities utilizing SenseIQ's enterprise-class asset visibility application. Sonitor's ultrasound technology has demonstrated return on investment for customers, and coupled with SenseIQ's proven ability to improve operating efficiencies asset utilization and ensure compliance, will enable both companies to further penetrate the healthcare facilities marketplace."

The Sonitor indoor positioning system (IPS) uses detectors and tags that are linked through the existing wired or wireless local area network (LAN) to a digital file containing all vital statistics and information about the item or person being monitored. The motion activated tag transmits a unique identification signal using ultrasound waves to special detectors that use Sonitor patented ultrasound signal Digital Signal Processing (DSP) algorithms. The detectors transmit signals via an existing LAN to a central computer that stores the information about the tag's room-location and the time of receipt of the signal. Sonitor's ultrasound technology ensures that detectors interpret tag signals without risk of interference from any environmental noise or other signals,

nor interfere with sensitive instruments. The system is designed for safety and all emitted sound pressure levels are within the international regulations for the safe use of ultrasound.

The SenseIQ InSight Platform offers an easy-to-use, yet powerful set of out-of-the-box asset visibility, business activity monitoring and reporting tools. These include software applications such as the InSight Asset Locator, InSight Asset Search Engine, InSight Asset Lifecycle Manager, InSight Business Rules Engine, InSight Reporting Engine, and the InSight Web Services Integration Interface. The tools seamlessly interoperate, allowing existing enterprise applications to leverage real-time asset visibility capabilities without worrying about the nuances of various RFID and Real-Time Location Systems (RTLS) and protects investments from future changes in hardware technologies. The web-based system is easy to use, manage and deploy in premise or as a hosted model.

### **About SenseIQ, Inc.**

Sense IQ's location-intelligent asset visibility solutions empower agile business decisions. The company's InSight software platform bridges an enterprise's information and physical systems, optimizing the value of critical assets in real-time. InSight's "global-map to operations-floor" view of assets, accessed anywhere across the enterprise, drives operational efficiencies and staff productivity. It enables a host of RFID, sensor, and location-driven asset tracking, data management, business process and controls-based asset visibility solutions. For more information, please visit the website at: <http://www.senseiq.com>

### **About Sonitor Technologies, Inc.**

Sonitor Technologies is the developer, manufacturer and supplier of a proprietary ultrasound indoor positioning system (IPS) that automatically tracks precisely by room the real-time location of moveable equipment and people in complex indoor environments, such as hospitals. Sonitor Technologies was founded in Norway in 1997. To learn more about the Company and its ultrasound IPS, please visit the corporate website – [www.sonitor.com](http://www.sonitor.com).

### ***Safe Harbor Statement***

*This press release contains forward-looking statements relating to future events, such as the development of new products, the commencement of production, or the future financial performance of the Company. These statements fall within the meaning of forward-looking information as defined in the Private Securities Litigation Reform Act of 1995. These statements are subject to a number of important risks and uncertainties that could cause actual results to differ materially including, but not limited to, economic, competitive, governmental, and technological factors affecting the Company's markets and market growth rates, products and their rate of commercialization, services, prices and adequacy of financing, and other factors. The Company undertakes no obligation to update, amend, or clarify forward-looking statements, whether because of new information, future events, or otherwise.*

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