

2009 North American Wireless Network Emerging Company of the Year Award**Synapse Wireless, Inc.**

The 2009 Frost & Sullivan Emerging Company of the Year Award in the North American wireless network market is presented to Synapse Wireless, Inc. (Synapse). The award recognizes Synapse's intensive efforts to propagate a differentiated wireless network solution that capitalizes on cost effectiveness and flexibility, enabling the building automation and machine-to-machine space to reach new levels of functionality. The growing support and acceptance of Synapse's wireless technology have augmented the application of sensors and networks in areas such as building monitoring, metering, security, and many more.

In a considerably short period of time the company has made commendable inroads in the wireless network markets with its SNAP® network software solution. The SNAP® value proposition represents a very responsive delivery platform that combines competitive cost advantages with advanced building energy management capabilities, thus offering cost and environmental benefits to building operations.

Key Industry Challenges Addressed by Synapse Wireless Solution

Buildings have a much longer life span than the technology and systems that often become obsolete with the introduction of newer versions over time. This results in inherent conflicts in adopting the latest technologies in building controls and automation.

Proprietary Building Systems

Traditionally, building systems are characterized by highly proprietary offerings with limited ability to interoperate, long development cycles, complex client software for system management, and feature sets unmatched by today's business and Internet applications. The concept of interoperability is fundamentally based on the ability to efficiently and cost-effectively bring together the individual subsystem despite the constant change at the technology front.

Newly developed network software architectures such as SNAP, a trademark technology of Synapse, provide flexibility and ease of deployment of wireless

systems, as they address the unique needs of remote monitoring and control, and sensory network applications.

Wireless Market Penetration

Mass deployment of sensors in building areas that are hard-to-wire and costly can be addressed through the use of wireless technologies. However, educating end users about the operational ease of wireless and the associated cost savings remains a challenge. Seen in both a supportive and/or a disruptive role with the existing wired infrastructure, wireless technology has opened many new opportunities for customers and the industry. Wireless applications have a tremendous impact on installed price points, and open up major new markets. This factor remains fairly underestimated by the building community.

Technology Leader

Synapse's series of complete wireless solution encompasses a high competency in wireless hardware, software, and design services. The SNAP® network software, an auto-forming mesh network (IEEE 802.15.4 protocol) combined with an embedded Python interpreter, represents Synapse's flagship product in wireless communication network and embodies the company's high standard of technical innovation. This innovative technology of Synapse has enabled it to secure a niche position in the wireless building and machine-to-machine (M2M) space, addressing critical developments with regard to lower cost of implementation and ease of operation.

The concept of interoperability is fundamentally based on the ability to efficiently and cost-effectively bring together the individual subsystem, despite the constant change at the technology front. The flexibility and power of wireless network solutions as provided by Synapse are taking the industry to new frontiers in functionality with the advantage of retrofitting building automation systems without the depletion of its infrastructure. Some of the key areas addressed by the technology include energy infrastructure, homeland security systems, commercial irrigation systems, wastewater management, seismic monitoring, security, HVAC, advanced metering infrastructure (AMI), medical drug carts, and many more.

The company's newly developed network software solution offers flexibility and ease of deployment of wireless systems, as they address the unique needs of remote monitoring and control, and sensory network applications. Synapse also enables broad-based deployment of wireless networks with low-cost, low-power

solutions. Consequently, wireless applications can have a tremendous impact on installed price points, and opens up major new markets.

Since the introduction of the Internet as a building automation tool, perhaps no other technology has had as profound an impact as wireless technology. Synapse is well positioned to evolve with current and potentially nascent wireless and TCP/IP standards, spearheading the efforts toward acceptance and adoption of wireless and open protocols. Synapse wireless network solutions are compliant to all the key elements of building automation system and integrate with IP networks to offer tremendous potential for cost savings and improved functionality. The solution makes information available on the Internet using the "SNAP Connect" tool to integrate wireless MESH networks into an Internet-enabled remote monitoring feature.

Expanding Green and Sustainability with Cost Effectiveness

Synapse's complete wireless solution demonstrates the ability to incorporate cost-effective energy monitoring features and provides access to renewable energy solutions. Synapse's complete wireless solution strategy represents a pioneering endeavor to implement wireless solutions in power management, renewables, demand response, and smart grid technologies to facilitate information management and monitoring capabilities.

The commissioning and retrofitting of building automation will experience a significant change by using wireless technology, thus making it easy to carry out tasks as well as reduce costs. Focusing on cost saving, ease of installation, and complete exposure to details of energy savings and consumption, the company has focused on forward and backward compatibility of its technology. The increased simplicity offered by Synapse without having to lay control wiring may enable more advanced energy management capabilities to be implemented, thus providing cost and environmental benefits to building operations.

Energy metering and building monitoring can benefit from Synapse's wireless technology solution due to its ability to retrieve information from harsh environments, which can then be put on an IP infrastructure and accessed remotely. These are good examples of true M2M play in action, where a myriad of different systems and devices communicate and allows managers to keep abreast of operations and pro-actively reduces energy usage.

A targeted product solution that capitalizes on cost effectiveness while offering a comprehensively tailored package of unique wireless control features makes the SNAP® network software a unique proposition in the wireless network industry.

Frost & Sullivan is proud to present the 2009 Emerging Company of the Year Award in the North American wireless network market to Synapse.



Award Description

The Frost & Sullivan Award for Emerging Company of the Year is presented each year to the company that has emerged as a significant participant within its industry. This company is perceived to have exhibited outstanding management, superior market growth, exceptional customer service and the ability to combine technology and successful strategic initiatives. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria, paying close attention to their combined operations efforts. This process includes interviews with market participants, customers, and suppliers, along with extensive secondary and technology research. The companies' efforts are then analyzed based on the number of new customers, new segments, and commitment to business expansion coupled with market growth.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Proof of success executing a restructuring strategy
- New market penetration (geographic, product, etc.)
- Marketing, promotion, and visibility of the company
- Degree of strategy innovation
- Technological innovation and leadership
- Increased name recognition
- Revenue and market share growth

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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