

**FOR IMMEDIATE RELEASE**

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**ANAREN INTRODUCES NEW, VERIZON WIRELESS-CERTIFIED *CELLULAR MACHINES*  
REMOTE, TEMPERATURE MONITORING SOLUTION THAT DELIVERS  
SENSOR DATA TO MOBILE DEVICES AND THE CLOUD**

**Temperature Monitoring Kits for food-service, health care, and walk-in/reach refrigeration sectors  
is first of many wireless sensor solutions that will be directly marketed  
by Anaren through the Verizon Wireless channel.**

Syracuse, NY | March 24, 2015 – Anaren, Inc.'s Wireless Group announced today the official launch of its Cellular Machines product line, which sends real-time sensor data over a cellular network where it can be received on mobile devices, or reviewed on desktops via a cloud server. Comprised of easy-to-install hardware and a monthly cellular access/monitoring service (as low as \$14.99/month), the first mass-market Cellular Machines offering from Anaren is a standard Temperature Monitoring Kit for monitoring refrigerated assets in food-service, health care, and walk-in/reach-in applications such as warehouses and supermarkets. Operated on the Verizon Wireless Network, and introduced in December 2014 in synch with Verizon's ongoing regional roll-out strategy, the Cellular Machines product family is one of several initiatives Anaren has embarked upon to leverage its formidable wireless experience in the exploding Internet of Things (IoT) space. Future iterations of the system will monitor other environmental factors (e.g. light, moisture, vibration, pH, power quality, among others).

"Millions of dollars in temperature-critical inventory are lost each year due to failed or underperforming refrigeration equipment," said Mark Bowyer, Anaren's Director Wireless Business Development. "When you then factor in the health and safety threats of spoiled goods, fines for lack of compliance to safety standards, and the hassles, high costs, and human error of manual temperature monitoring, the need for an automated, reliable, and remote monitoring solution becomes something of a no brainer. Then it's just question of which type of system makes the most sense."

On the latter point, Bowyer explained the key advantage of a cellular-based system is power continuity. "When there's a power outage, hard-wired monitoring systems and Wi-Fi systems go down too: The power could come back on after a few hours and you might never know your restaurant's food or your pharmacy's serums rose above safe temperatures." According to Bowyer, the Cellular Machines system has a battery backup and runs on the most reliable communications infrastructure there is. "There's a reason first-responders, municipalities, and consumers use their cell phones during power outages and disasters."

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The Cellular Machines product line began as a private company based in Austin, Texas. Founded in 2010 by Gerry Cullen, who continues to provide technical and R&D expertise in support of the product line, Cellular Machines -- the company -- was a user of Anaren's recently introduced Anaren Integrated Radio (AIR) modules. "We were excited that Gerry and his team were using our radios, saw great potential in his solution, and were pleased to be able to add his technology to Anaren's IoT portfolio," said Bowyer.

For its part, Verizon Wireless likewise sees great potential in the IoT (aka: machine-to-machine) space and particularly Anaren's Cellular Machines unique value proposition of providing end-customers with a GOOBE (Great Out Of the Box Experience) – of a complete remote monitoring solution provided in a retail-style packaging.

In addition to marketing its Cellular Machines product line through the Verizon Network, Anaren will also be marketing the system directly to customers via its first-ever online storefront; on a case-by-case basis, the company will also negotiating volume and/or enterprise orders (via national accounts management arrangements) and select OEM opportunities.

#### Benefits of the Cellular Machines Temperature Monitoring Kit

Feature	Benefit
Low-cost, cellular-based monitoring system with battery backup	Suitable for food-service, health care, and walk-in/reach-in refrigeration applications – among others -- the system wirelessly monitors refrigerators, freezers, and other temperature-critical equipment in real time, all the time. In contrast to hard-wired and Wi-Fi-based monitoring solutions that are susceptible to power outages, users of this system benefit from fact that cellular networks are less prone to power-grid outages – and the system on-board battery backup that provides continuous connection to the network even during power outages.
Choice of monitoring plans	The system operates on the US Verizon Wireless cellular network, with a choice of monthly monitoring fees to accommodate customer budgets. The monitoring fee includes network access, cloud server hosting, data logging, and basic reporting options. Choose from month-to-month (\$24.99/mo); one-year commitment (\$19.99 / mo); and two-year commitment (\$14.99/mo).
Text alerts	The system's control station enables the user to enter/designate up to five mobile numbers to receive regular status alerts and alarms.
Automatic data logging to a secure cloud server	Concurrent to texts received by mobile devices, the system also records monitoring data to the cloud for future analysis, to assist with preventive maintenance of cooling/heating equipment, and to generate reports for management or applicable regulatory authorities. Automatic logging reduces the costs and inaccuracies of manual logging.

Those interested in learning more about Anaren's new Cellular Machines product line are encouraged to visit [www.anaren.com/cellularmachines](http://www.anaren.com/cellularmachines) or write [support@cellularmachines.com](mailto:support@cellularmachines.com)

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## **ABOUT ANAREN**

Anaren, Inc. designs, manufactures and sells custom high-frequency solutions and standard components for the wireless communications, space and defense electronics, wireless consumer electronics, and IoT markets. Additional information can be found on the company's website: [www.anaren.com](http://www.anaren.com)