



Wireless Sensors LLC

Press Release

Pinebreeze Technologies and Wireless Sensors Sign Channel Partner Agreement

Advanced Environmental Monitoring for Mission Critical Facilities now available with local support throughout the Southwest

Portsmouth NH and Flower Mound TX April 3, 2013

Wireless Sensors, LLC and Pinebreeze Technologies today announced the signing of a channel partner agreement for the Southwest providing critical data center operators local sales and application support for the suite of wireless environmental monitors manufactured by Wireless Sensors.



The agreement covers the full range of SensiNet products including the advanced Rack Sentry system designed to optimize cooling systems in accordance with ASHRAE TC 9.9 Thermal Guidelines for Data Processing Environments. This ASHRAE guideline recommends cooling be controlled from sensors at the inlet of IT equipment and the Rack Sentry system enables this strategy for both new builds and retrofits through advanced wireless mesh networking allowing highly granular thermal sensing at an extremely attractive **Total Cost of Ownership (TCO)**.

The SensiNet Rack Sentry system includes specialized sensors for cold aisle, rack inlets, hot aisle, CRAC & CRAH supply and return temperatures, CRAC & CRAH current draw, chilled water supply and return temperatures, contact closures and interface capabilities for any third party sensor with an analog output. This data is accessed through the SensiNet Application Gateway, an embedded appliance providing configuration, visualization, trending, alarming and alerting without the need for any additional software. The Application Server also supports a variety of protocols such as SNMP, Modbus TCP, ODBC, OPC and SOAP for easy integration with DCIM and BMS systems.

SensiNet's advanced self-configuring mesh system and stand-alone capability allows installations to start small and add sensors to provide the required granularity to optimize cooling once problem areas are discovered, without reconfiguring or adding software. This capability makes the system affordable for the smallest installation yet scalable for the largest.

"The value of SensiNet is found in the old saying...you can't control what you don't measure" says Paul Richards, Wireless Sensors CEO. "Any optimization project needs to start with an adequate understanding of the thermal characteristics of the facility and the Rack Sentry system makes this process easy and affordable. A complete system for 50 racks starts at under \$10K bringing the advantages of advanced optimization within reach of all data center operators. Our customers recognize the benefits of a system that can start small and grow yet still have the power to support the most sophisticated DCIM and BMS strategy. We are very excited to couple the power of SensiNet with the reach and expertise of Pinebreeze in the Southwest. The combination of vast local experience and a powerful new tool bodes well for bending the efficiency curve in the right direction"

Al Nichols, Pinebreeze Technologies President, states, "We are excited to be able to bring Wireless Sensors' SensiNet environmental monitoring solution to our clients. Increasing server densities are creating heat problems for most of our data center clients. Critical devices are failing, and data center managers are responding by installing and powering much more cooling capacity than they need. The SensiNet solution replaces guesses with facts, real-time & reported-over-time temperatures, enabling clients to manage their data centers more intelligently, eliminating heat-related failures and excess capital and operating expense. We have had great success instrumenting enterprise clients to better control their environments over the years. Now SensiNet gives us a solution designed to fit the budgets of small and medium data centers."

About Wireless Sensors LLC

Wireless Sensors is a leading supplier of sensor networking products for commercial and industrial markets leveraging standards-compliant networking technology. The company integrates physical measurement sensors with advanced low power mesh radios for energy conservation, regulatory compliance, process optimization and other high value applications requiring high performance at a low total cost of ownership.

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About Pinebreeze Technologies

Pinebreeze Technologies has supported data centers since 2000, earning the trust of hundreds of clients, including many top Fortune enterprises, both domestically and in AsiaPac and EMEA. We relocate thousands of devices each year as clients consolidate assets. We created the outsourced implementation professional services business model for Asset Management Solutions over a decade ago, reducing the time required from already overstressed data center management teams, speeding completion, and greatly improving client satisfaction. Asset Management has grown to also include

environmental monitoring and control, power and cooling efficiency, and ITSM integration, and is now known as Data Center Infrastructure Management (DCIM). Finally, Pinebreeze has recognized the growing importance of Colocation to our industry by creating our Colocation Services practice. We help clients evaluate their requirements and destination options, and implement their relocation event. We also support Colocation providers with cabinet, cabinet power, cabling, DCIM and heat mitigation solutions to enable them to offer a complete turnkey solution to their clients while maximizing their own operating efficiency.

Pinebreeze Technologies is vendor neutral. We understand that both we and our vendor partners serve the data center management team, not the other way around. We are dedicated to providing unsurpassed service in our core competencies, enabling us to provide our clients the smoothest, most professional implementations. If you are faced with relocation, considering colocation, or haven't yet adopted an effective DCIM or environmental monitoring solution, please contact us!

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