



Viewbiquity CEO Tom Shafron Shares Experiences at Oracle Solaris 11 Launch

M2M Innovator Discusses Development Activities at Oracle's Global Event

Deerfield Beach, Florida, November 15, 2011— Tom Shafron, managing partner and chief executive officer for Viewbiquity, a leading provider of open-source cloud-based M2M platforms, was a featured speaker at Oracle's global launch for its Solaris 11 solution, which took place November 9, 2011 at Gotham Hall in New York City.

During the panel discussion on customer experiences, Mr. Shafron described how Viewbiquity leverages Oracle Solaris 11 technology and its default ZFS file system to develop its Viewbiquity Cloud Interface™ (VCI), a cloud-based M2M platform that integrates multiple business processes, including point-of-sale, energy management, voice and data communications, property management, security, transportation and logistics. VCI provides a fault-tolerant and highly reliable platform for users, and through its accessible JavaScript APIs, enables the creation and customization of market- and customer-specific applications that address core business requirements.

"It is a great privilege to have been invited to speak at this prestigious and well-publicized event," said Mr. Shafron. "We are pleased that Oracle holds Viewbiquity in such high regard, and are happy to assist Oracle in the future as they continue to build awareness for their very innovative Solaris 11 solution."

About Viewbiquity

Headquartered in Deerfield Beach, Florida, Viewbiquity is a leading provider of Machine-to-Machine (M2M) solutions for enterprises, government agencies and not-for-profit organizations. The company is privately held, and serves customers throughout North America, Europe and Asia through a distribution network that includes service providers and integrators. To learn more, visit www.viewbiquity.com.

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