



VIEWBIQUITY INTRODUCES VIEWBIQUITY CLOUD INTERFACE (VCI)

Innovative M2M Platform Enables Organizations To Connect Multiple Business Processes, Resulting in Increased Efficiency, Lower Operating Costs

Miami Beach, FL February 2, 2011—Viewbiquity, a leading provider of advanced M2M solutions for service providers and enterprises, has announced the availability of its Viewbiquity Cloud Interface (VCI), a unique M2M platform that seamlessly connects multiple business processes, including property management, energy, voice, data and video communications, inventory management, IT infrastructure and tracking. VCI is available through authorized distributors and channel partners. Viewbiquity made the announcement at ITEXPO, a leading industry event in Miami Beach.

A hybrid solution that combines the power, flexibility and efficiency of cloud-based technology with low-cost edge devices, VCI is a secure, cost-effective solution that incorporates command and control capabilities, two-way VoIP communications, video surveillance, sensor monitoring, geofencing, as well as supporting both automated and manual responses. VCI is delivered as a monthly service that requires no activation costs, and can be implemented through low-cost edge devices like laptops and netbooks. VCI supports both JavaScript and HTTP APIs, giving legions of developers a low-barrier, solid and sustainable platform on which to write new applications.

“Viewbiquity has long held the view that M2M solutions should not only connect devices, but should go several steps further by linking strategic—yet disparate—core operational processes,” said Tom Shafron, CEO and Managing Partner for Viewbiquity. “VCI takes this philosophy to the next level. It provides a secure, intuitive platform that provides command and control capabilities for numerous business processes. The system’s unique design requires no major hardware investment, and is available as a competitively-priced monthly service.

“Just as importantly,” continued Shafron, “application programming for VCI is open source, enabling support for a wide array of devices and peripherals, as well as thousands upon thousands of existing and evolving business- and vertically-oriented applications, thus delivering even more value to customers.”

According to James Brehm, M2M program manager for Frost & Sullivan, VCI offers a number of compelling benefits to the market.

“Viewbiquity’s decision to use JavaScript and HTTP as VCI’s key application programming interfaces is a refreshing strategy that demonstrates the company’s ability to offer innovative M2M solutions that also satisfy critical business needs like security, scalability, and cost,” said Brehm. “The platform’s many unique attributes, such as integrating two-way voice communications, and monitoring and managing network infrastructure, should resonate with both existing and potential customers.”

VCI is available through Viewbiquity’s network of approved service providers and integrators located throughout North America, Europe and Asia.

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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