



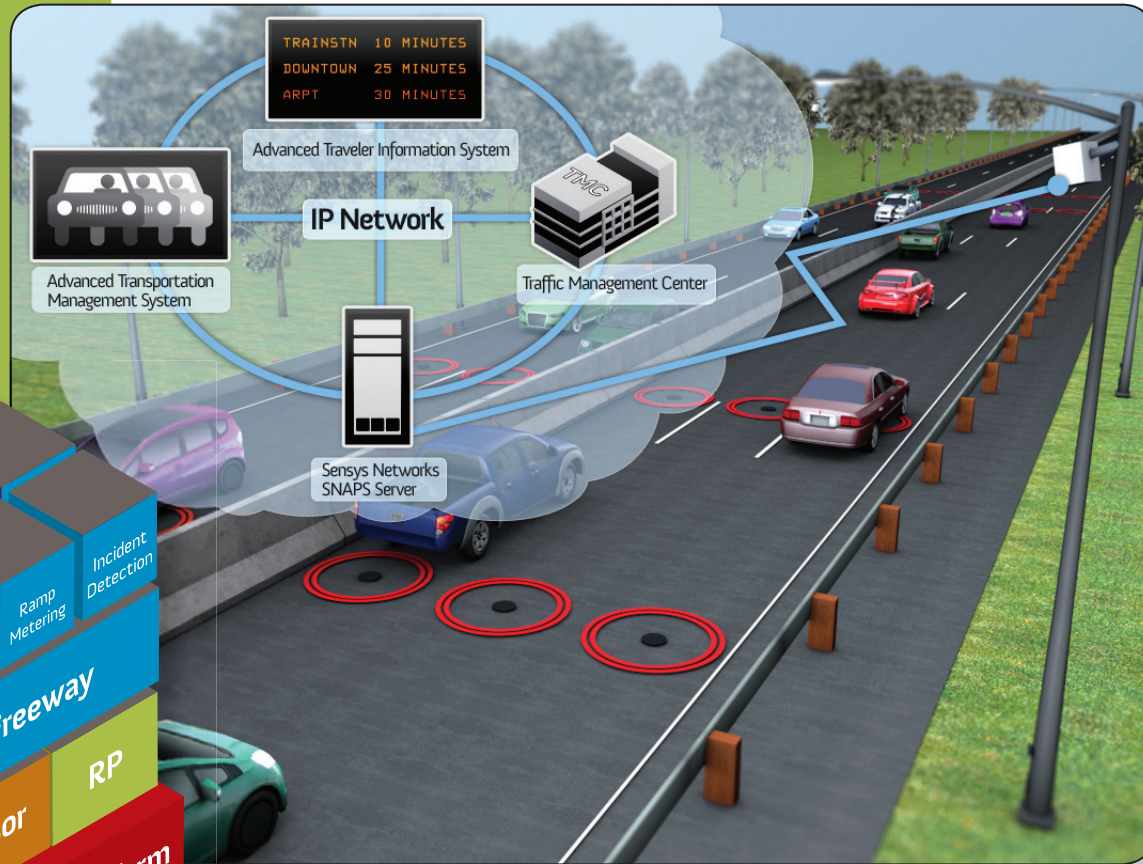
The World Goes Wireless with Sensys Networks, Inc.

DATA INFRASTRUCTURE FOR SMART CITIES

With nearly 500 cities with populations of 1M or more, the world is entering an era of hyper-urbanization—as half the world’s populace inhabit these areas. As a result of this population explosion, and exponential increases in individual travel and freight shipment, cities are faced with worsening congestion—and the serious challenge of optimizing the performance of their existing surface transportation networks.

Today, these vital networks are all bone and muscle—roadways, bridges, tunnels, parking structures, traffic signals, etc. Sensys Networks provides the “nervous system” of networked wireless sensors measuring the vital signs of this critical infrastructure and providing the analytical foundation for:

- Performance measures to guide policy and investment decisions
- Real-time traffic and infrastructure monitoring to optimize mobility and safety
- Accurate and reliable traveler information systems
- Enhanced incident response
- Informed decision making



FROM ONE INTERSECTION—TO AN ENTIRE REGION—SENSYS NETWORKS’ UNIVERSAL PLATFORM PROVIDES SOLUTIONS FOR ALL DETECTION APPLICATIONS.



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COMPANY BACKGROUNDER

COMPANY

Founded in 2003, Sensys Networks is the world’s leading provider of wireless traffic detection and integrated traffic data systems. Enabling accurate data acquisition for transportation agencies on an unparalleled scale, Sensys Networks’ cost-effective wireless solutions provide a flexible, highly scalable unified platform—with an unprecedented ease of implementation, deployment, and use.

Our 2010 debut at 80th position on the Inc. 500/5000 fastest growing private US companies list is the result of a rapidly accelerating adoption rate, and a phenomenal three-year, 3000% increase in revenues. The Intelligent Transportation Society of America recognized Sensys Networks VDS240 wireless vehicle detection system as the “Best Innovative Technology for 2008.”

With over 150 customers in 40 US states and 10 countries, our award-winning wireless transportation solutions are delivering on a future of sustainable, effective, and economical mobility solutions—on a global scale.

MARKET OPPORTUNITY

THE CHALLENGE — TRAFFIC CONGESTION

Worldwide population growth, urbanization, and motorization continue to strain overburdened roadways. This inability to manage mobility—especially at peak demand—impacts travel time, fuel consumption, and air quality.

The promise of Intelligent Transportation Systems (ITS) in leveraging technology, to reduce congestion and improve roadway performance, is severely impacted by the lack of accurate, dependable, real-time traffic data. Many roadway agencies still rely on outmoded and disparate technologies—providing only a narrow view of the big picture—while leaving long-term planning to conjecture.

THE SOLUTION — WIRELESS SENSOR NETWORKS

Capitalizing on recent advances in low-power packet radio standards and chips, Sensys Networks’ robust, wireless VDS240 traffic monitoring and vehicle detection system is transforming traffic management.

Using small, in-ground wireless sensors—with an unprecedented 10+ year battery life—VDS240 accurately measures traffic volume, speed, and density. Installed in less than 10 minutes, sensors require no calibration or tuning, autonomously discovering the nearest VDS240 Access Point to form a time synchronous wireless network.

Mounted on traffic signals (or existing poles), Access Points serve as gateways between sensors and the Internet. Sensys Networks IP-based server applications aggregate and manage data, while interfacing with third party ITS solutions, and traffic controllers.

Since its introduction in 2005, VDS240 has proven to be the most accurate, dependable, and cost-effective solution in the world. For the first time, cities can deploy detection and traffic data collection on a much larger scale, building the analytical foundation for optimized transportation networks.



The VDS240 wireless sensor—with an unprecedented 10-year battery life—is the core of Sensys Networks’ vehicle detection system.

MANAGEMENT TEAM

200+ years of combined experience building successful technology companies

AMINE HAOU, PH.D.
CEO

ROBERT KAVALER, PH.D.
SR. VP ENG. & TECHNOLOGY

BRIAN FULLER
VP ENGINEERING & OPERATIONS

HAMED BENOUE, PH.D.
VP SALES & BUSINESS DEVELOPMENT, NORTH AMERICA

FLOYD WILLIAMS, III
VP MARKETING

BARRY MATLACK
VP NORTH AMERICA SALES

STEVE NORRIS
VP STRATEGIC ACCOUNTS

RIF HAFFAR
VP INTERNATIONAL SALES

GEORGIA ATHANASIOU
DIRECTOR FINANCE

CUSTOMERS

CALTRANS DISTRICT 3, 4, 5, 8
 CITY OF AUSTIN, TEXAS
 CITY OF BALTIMORE, MARYLAND
 CITY OF BURBANK, CALIFORNIA
 CITY OF CEDAR RAPIDS, IOWA
 CITY OF ST. LOUIS, MISSOURI
 CITY OF SANTA CLARITA, CALIFORNIA
 COLLIER COUNTY, FLORIDA
 FLORIDA DOT
 HILLSBOROUGH COUNTY, FLORIDA
 INDIANA DOT
 KWINANA FREEWAY, W. AUSTRALIA
 LOS ANGELES DOT
 MISSOURI DOT
 NEW JERSEY TURNPIKE
 NEW YORK DOT
 NORTH CAROLINA DOT
 PINELLAS COUNTY, FLORIDA
 SAN DIEGO ASSOC. OF GOVT'S
 SAN FRANCISCO MTA
 SARASOTA COUNTY, FLORIDA
 SEATTLE DOT
 TOWN OF DANVILLE, CALIFORNIA
 UTAH DOT
 VIC ROADS, MELBOURNE, AUSTRALIA
 WASHINGTON DOT
 WESTCHESTER COUNTY, NEW YORK

TECHNOLOGY DIFFERENTIATION

Many of today's traffic detection applications are legacy systems from decades old deployments. These antiquated systems are expensive to acquire and maintain, limited by infrastructure capacity, inclement weather, and roadway conditions—and unsuitable for scalability and integration. As a result, transportation agencies invest significant resources in their acquisition, customization, and maintenance.

In contrast, Sensys Networks' turnkey, wireless detection solutions are revolutionizing how transportation agencies obtain and utilize accurate, real-time data. Unlike inductive loops, VDS240 requires no trenching, and can be installed wherever detection is needed, regardless of pavement degradation. Unlike video detection, VDS240 performs flawlessly in all weather and lighting conditions.

- Unprecedented 10+ year battery life
- Installs in minutes
- Near-zero maintenance requirements
- Universal inductive loop replacement technology
- Remote management, configuration, and diagnostics
- Upgradable firmware

Unlike traditional technologies, the Sensys Networks VDS240 can be installed in a matter of minutes—and deployed across the enterprise in a matter of hours. The VDS240's universal platform enables its use in a wide range of detection applications including:

- Freeway traffic monitoring and operations
- Traffic signal control
- Adaptive/responsive traffic signal control
- Integrated Corridor Management (ICM)
- Arterial performance measurement
- Traveler information systems
- Red light and speed enforcement
- Light rail detection

REPRESENTATIVE SUCCESS STORIES

ADAPTIVE SIGNAL CONTROL – LOS ANGELES DOT

Sensys Networks' seamless integration with ATSAC enables rapid deployment of advanced detection at multiple intersections throughout the city of Los Angeles—at significant savings over inductive loops or video.

TRAFFIC SIGNAL OPTIMIZATION - BALTIMORE, MARYLAND

Sensys Networks wireless sensors enables reliable side street actuation where aging infrastructure, bad pavement, weather, and cost to acquire precluded loops and video.

FREEWAY PERFORMANCE MEASURES - CALTRANS

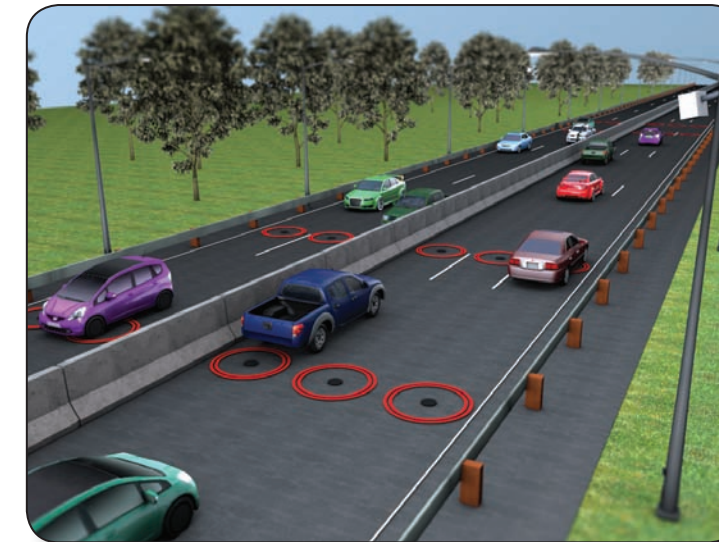
800+ freeway monitoring stations—deployed in record time—support freeway operations, ramp metering, and accurate traveler information systems, throughout the state of California.

FREEWAY OPERATIONS & LANE MANAGEMENT – MELBOURNE, AUSTRALIA

Sensys Networks wireless vehicle detection system enables a comprehensive driver information system, adaptive lane control, and effective ramp metering along 75km of Monash Freeway. Installation paid for itself in the first 11 days of deployment and significantly reduced travel times for area drivers.

PARTNERS & OEMS

AMERICAN TRAFFIC SYSTEMS
 GOLDEN RIVER
 PEEK
 REDFLEX
 SIEMENS
 SWARCO
 TRANSCORE



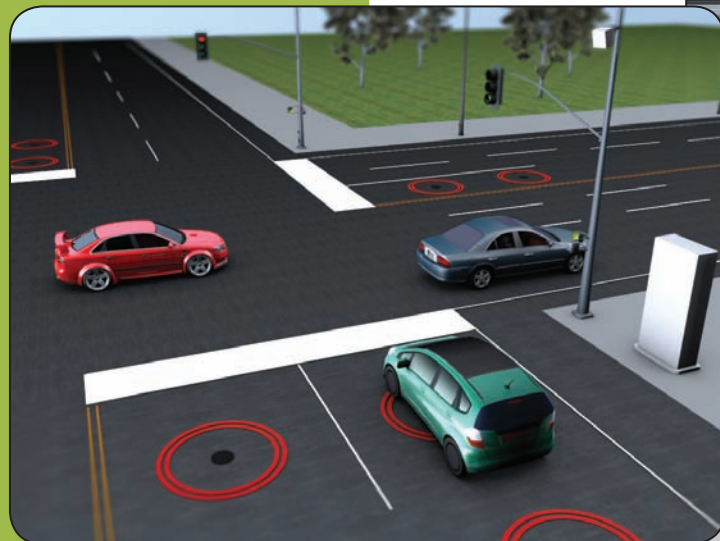
FREEWAY OPERATIONS AND LANE MANAGEMENT



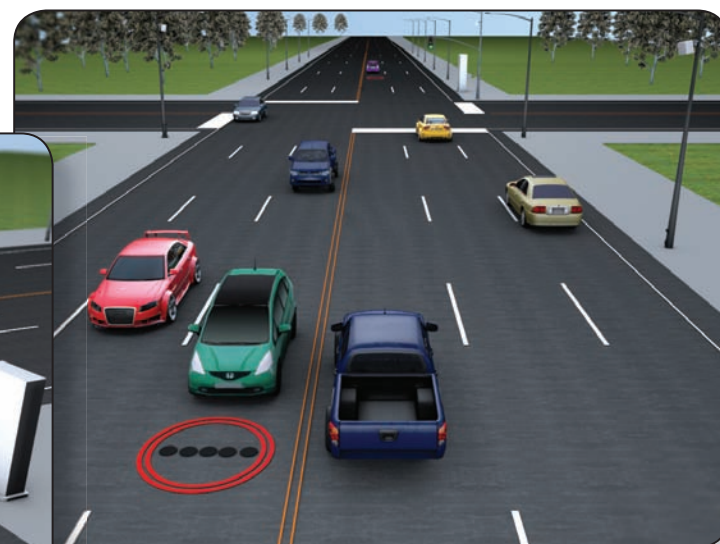
ADAPTIVE RAMP METERING

TECHNOLOGY LEADERSHIP

Pioneers in the use of wireless sensor networks for vehicle detection applications, Sensys Networks is the world's leading supplier of these products. With six US-issued patents, and an additional six patent applications pending in the US and overseas (covering various innovations developed for Sensys Networks' vehicle detection and arterial travel time system), we own the fundamental intellectual property in the field, and maintain an active program of developing and protecting our intellectual property rights in the US and overseas.



INTERSECTION OPTIMIZATION



REAL-TIME ARTERIAL TRAVEL TIME