

Retail

Mission Critical Data Applications



A Proven Solution

Wireless Leader

Since 1993, Sierra Wireless has been a pioneer in the cellular data space, enabling pervasive two-way communication to remote commercial assets. The AirLink™ Mobile and M2M product line has provided customers with significant ROI by leveraging the public wireless networks, integrating real-time data into the enterprise for accurate monitoring, control, reporting and compliance.

Sierra Wireless' line of AirLink fixed and mobile connectivity solutions has continuously evolved in parallel with the wireless technologies and broad applications served. Our reliable embedded ALEOSTM technology, coupled with AceWare™ remote management tools and utilities and unmatched technical expertise, have earned the company an exceptional reputation in the industry.

Reliable Devices for Pervasive Connectivity

Point-Of-Sale (POS) and Kiosks

The dynamic nature of today's retail centers has put increasing pressure on these organizations to reduce operating costs and improve customer service. To meet new customer demands and remain operationally efficient, many retailers are turning to public wireless networks for reliable and flexible IP services. With a robust feature set (e.g. high-speed data transfer, persistent connectivity, data security) and remote management capabilities, Sierra Wireless' AirLink intelligent wireless gateways offer a compelling choice for retail applications.

High-Speed Data

The Sierra Wireless AirLink communications platforms are designed to maximize the potential of today's high-speed 3G wireless networks. 3G broadband capabilities enable retail customers to create a secure, reliable transaction environment, providing consistent access to authentication processes and vital back-end databases.

Pervasive, Secure Connectivity

Regardless of the specific need, the mission critical nature of customer and transactional data requires reliable, secure wireless connectivity. Sierra Wireless has a proven track record for providing dependable wireless connectivity for remote monitoring and transactional data applications.

The ALEOS Advantage

At the heart of Sierra Wireless' AirLink intelligent data platforms is ALEOS, the long standing industry benchmark for reliable and feature-rich embedded intelligence. The combination of our intelligent modems and the power of ALEOS provide a retail customer:

- Session Persistence – Whether monitoring a POS or advertising system, mission critical applications can't afford to lose network connectivity. ALEOS creates a persistent network connection and, in the event of disconnect, reconnects to the network automatically.
- Machine Protocols – ALEOS is equipped with an extensive list of machine protocols, enabling the AirLink devices to interface directly with existing infrastructure.



Pervasive Connectivity to Mission Critical Assets



KIOSKS

- Retail
- Advertising
- Entertainment
- Financial



POINT-OF-SALE

- Credit Card Authentication
- Secure Transactions
- Back-end Database Access



AIRLINK RAVEN X

- High-Speed Data Transfer
- Machine Protocols
- Serial and Ethernet Interface Options



AIRLINK RAVEN XT

- Small Form Factor
- Machine Protocols
- Serial and USB Interfaces

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SIERRA WIRELESS

Connecting People and Systems to Mobile Broadband Networks Around the World

Sierra Wireless modems and software connect people all over the world with mobile broadband networks that keep them in touch, informed and productive from wherever they need to be. The company offers a diverse product portfolio addressing enterprise, consumer, original equipment manufacturer, machine-to-machine and specialized vertical industry markets. Sierra Wireless also provides professional services to customers requiring expertise in wireless design, integration and carrier certification. For more information, please visit our website, www.sierrawireless.com.

Real World Success

Chick-fil-A: M2M deployment to provide secure wireless connectivity for POS system in new restaurant locations.



Benefits:

- Quick ROI – Plug & play solution shortens installation cycle and enables immediate revenue-generation at new restaurant locations
- Improved customer service – 24/7 POS system uptime allows quick and continuous customer transactions

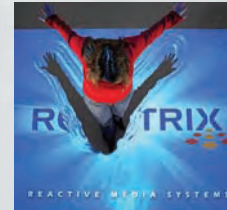
ZoomSystems: Wireless connectivity and remote monitoring for robotic, high-end vending stores located in airports nationwide.



Benefits:

- Decreased installation cost – No need for landline connection provides savings of \$1,000 - \$5,000 per installation
- Shortened installation time – Reduction of installation time by up to two months enables faster monetization of the site
- Enabled more portable solution – Elimination of wires allows easier store movement to most highly-trafficked and profitable location

Reactrix Systems: Wireless solution enables media content to be constantly refreshed, and equipment to be monitored and controlled.



Benefits:

- Enabled immediate monetization of the new media site - Shortened cycle from installation to revenue-generation, which translates to approximately \$2,000 in increased revenue per installation
- Simplified service provider network - Wireless connectivity reduces management from myriad local DSL services to partnership with single connectivity provider

ALEOS™ Technology

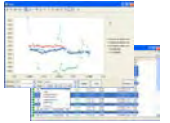
At the heart of the Sierra Wireless AirLink products is ALEOS, the embedded core technology that simplifies installation, operation and maintenance of any wireless solution.



- Persistent Network Connectivity
- Over-The-Air (OTA) Upgrades
- Extensive Machine Protocols
- Device Management & Control
- Real-Time Notification
- Wireless Optimized TCP/IP
- Packet Level Diagnostics
- Protocol Spoofing

AceWare™

Sierra Wireless' best-in-class tools and utilities, leveraging the intelligence of ALEOS, simplify deployment, as well as remote monitoring, control and management of the entire solution.



AceManager - Extensive remote management application

- Real-Time, Remote Device Status and Health
- Comprehensive OTA Device Configuration and Firmware Updates

AceView - Efficient status and connection monitoring application

- Modem Status, Connectivity, Signal Strength, GPS Signal and Mapping

AceNet - Enterprise-level application to simultaneously monitor, control and manage a complete deployment of AirLink devices

- One-To-Many Device Configuration and Management
- Charts Modem Statistics for Performance Analysis

MP Modem Manager - Enterprise-level remote configuration tool for MP Series Modems

- One-To-Many Device Configuration and Management
- OTA Module Firmware Updates



For more information

Tel: +1 510 624 4200

Fax: +1 510 624 4299

E-Mail: MobileandM2MSales@sierrawireless.com

WWW.SIERRAWIRELESS.COM

