



A R R A Y E N T

IMMEDIATE RELEASE

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RF LAN Breakout:

Arrayent, Inc. Releases the First Tool Kit to Enable Two-Way Communication Between Embedded Wi-Fi® Designs and Web Applications Hosted on the Internet

Arrayent's Internet-Connect Tool Kit™ Enables Embedded System Designers to Connect Their Embedded Wi-Fi Products to Internet-based Web Applications and Browsers at Low System Cost

Redwood City, CA (August 26, 2010) Arrayent, Inc., who sells an end-to-end communication system that enables product companies to connect their products to Internet services at low cost and high reliability, announced today the availability of its Internet-Connect Tool Kit™ for Embedded Wi-Fi® applications. The Arrayent Tool Kit enables embedded system designers using Microchip Technology Inc.'s Wi-Fi modules to connect their Wi-Fi enabled products to web applications hosted in the "Internet cloud."

"Microchip has architected our agency-certified Wi-Fi modules to enable the Internet connection of embedded microcontrollers to a Wi-Fi local area network," said Tyler Smith, Microchip RF Products Division Marketing Manager. "Arrayent's Internet-Connect Service complements our embedded Wi-Fi technology by enabling Wi-Fi connectivity and communication with Internet-connected devices outside the LAN."

The Embedded Wi-Fi Internet-Connect Design Challenge & Opportunity

“Arrayent’s Tool Kit for Embedded Wi-Fi enables Microchip Technology Inc.’s customers to quickly connect their embedded product to web applications and smartphones, breaking free of the LAN to get on the full Internet” said Shane Dyer, President of Arrayent, Inc. “Our Internet-Connect Tool Kit, makes it simple to communicate with an embedded Wi-Fi product over the internet from anywhere in the world. Arrayent’s Tool Kit eliminates installation constraints most LAN-based products impose on users. By placing the product’s web application server in the cloud instead of on the embedded product, this eliminates the requirement for a fixed IP address or end-users having to re-program their router to open up communication ports.

Arrayent’s Internet-Connect Service delivers three points of value to embedded Wi-Fi systems. First, Arrayent simplifies product installation because its automatic consumer NAT firewall tunneling technology eliminates the need for end customers to pay extra for fixed IP address or waste time opening firewall ports. Second, Arrayent servers, hosted in the Internet cloud off, loads local communication computing processing tasks, which results in lower product hardware cost. Third, since more and more product value occurs in the web applications hosted in the Internet cloud, product applications can be easily upgraded on the cloud-based servers, eliminating complex firmware upgrades in the field.

Arrayent Internet-Connect Tool Kit

Arrayent Internet-Connect Tool Kit enables embedded designers to wirelessly connect a Microchip Explorer 16 Development Board application, with the AC164136-4 PICtail™ / PICtail Plus module, to an Internet hosted application viewable on a smart phone or PC browser.

The Arrayent Internet-Connect Tool Kit for Embedded Wi-Fi Design has four components:

- Internet Connect Code Library and PIC® microcontroller sample code to quickly connect a PIC microcontroller-based Wi-Fi application to the Internet.
- Internet Connect Server Account to provide access to Arrayent’s Internet-Connect servers, APIs, and tools.
- The Configurator, which is a web application, to define specific product attributes.

- The Utility Application, which is a web-based application, to verify and demonstrates the Internet connectivity of a device.

Once connected, the design engineer can remotely monitor and control their Explorer 16 board (not included) via a PC or smart phone browser, using the Utility Application or web application.

The Arrayent Internet-Connect Tool Kit costs \$999.95, and is available now by contacting Arrayent at info_at_arrayent.com, or logging on to its e-store at www.arrayent.com .

ABOUT ARRAYENT

Arrayent's mission is to give consumers more control and comfort in their daily lives by connecting their smartphones and Internet browsers to the "things" in their homes and small offices. Arrayent provides its customers, product brand owners, with a cloud computing communication service enabling "internet of things" applications. Arrayent-connected products are easy to install so that retailers experience low product return rates. Its cloud computing infrastructure is hosted at redundant co-locations, ensuring high system reliability. Customers have called Arrayent the "Cisco of small things." More information is available at www.arrayent.com.

ABOUT MICROCHIP TECHNOLOGY

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, analog and Flash-IP solutions, providing low-risk product development, lower total system cost, and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip Web site at www.microchip.com.

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Tool Kit screen shots are available through Flickr. Feel free to publish.

http://www.flickr.com/photos/arrayent_press_room/sets/72157624787045640/

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Tags / Keywords: Arrayent, Microchip, wireless, embedded Wi-Fi, internet connect, internet of things, m2m, tool kit, development kit