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Arrayent, Inc. Introduces the Industry's First "Internet-Connect Your Product in a Day" Development Kit

Arrayent's Innovative Internet-Connect DevKit Enables Embedded System Designers to Connect Their Products to Smartphones and PC Browsers in a Single Day.

Redwood City, CA (May 5, 2010) Arrayent, Inc., which sells an end-to-end communication system that enables consumer product companies to connect their products to Internet services at low cost and high reliability, announced today the availability of its Internet-Connect DevKit™. The Arrayent DevKit enables embedded system designers to connect their products wirelessly to web applications hosted in the "Internet cloud" in a single day. These applications are typically used by consumers to monitor and control devices in their home or small business office from a browser on a smartphone or a PC. Cloud based servers enable a simpler and less expensive solution than embedding a server into the product.

"We were able to connect our prototype system to a web browser in less than a day of engineering effort." said Larry Kelly, CEO of Ergodex, a leading provider of innovative human input technology. "We were quite amazed with ease of use of the Arrayent Internet-Connect system. One of the challenges facing an engineer is getting through the learning curve with new technology, and the step by step process in Arrayent's DevKit coupled with the power already built-in to the DevKit's hardware and software made this process very easy."

"Smartphone shipments exceeded PC shipments in 2008 and are becoming the de facto universal remote monitor/controller," noted Arrayent's CEO, Shane Dyer. "Because smartphone

adoption by consumers continues to accelerate, consumer product brand owners are now looking for ways to connect their products with smartphone applications. But many product companies lack RF design, communication server software design expertise, or both. Filling that design know-how gap is Arrayent's business opportunity."

The Internet-Connect Design Challenge

Wirelessly connecting a product to a web application hosted in the Internet cloud is a complex design task. A successful implementation will have to satisfy five criteria. First, connectivity must be achieved at the lowest BOM cost possible. Second, to avoid retailer product returns in-home installation has to be dumb simple. Third, reliable web application presence is required to protect the brand image. Fourth, product shipments can run in the tens to hundreds of thousands of units per year, so the server computing infrastructure has to be scalable to insure low operating costs. Finally, the web application development environment has to be productive, because web designers program at a much higher level of abstraction than embedded programmers. The Arrayent Internet-Connect System™ is an off-the-shelf system that meets these five design challenges. Arrayent has been in production use since 2007 with over 100,000 nodes shipped, and has maintained 99.979% uptime performance during that time.

Arrayent Internet-Connect DevKit

The Arrayent Internet-Connect DevKit targets embedded system designers that know how to design a product around low cost microcontrollers. They have a product concept around connecting their product to a smartphone or web browser, but don't have an easy way to put a demo together to demonstrate the idea to management. The Arrayent Internet-Connect DevKit enables embedded system engineers to connect their product to web browsers in less than a day.

There are three components in the DevKit to make this rapid connectivity and prototyping possible: RF Module, an Ethernet Gateway and the Arrayent Software. The RF Module is a wireless connected board that has terminals and I/O to make an easy connection between the product and an Arrayent Ethernet Gateway. I/O available on the board includes: digital input lines to sense on/off conditions, digital output lines to control devices such as relays

or LEDs, analog input lines to sense proportional signals such as temperature or light, and a RS-232 interface for in-depth integration with the product. The Arrayent Ethernet Gateway provides “Internet dial tone” to Arrayent enabled devices in the home. Once the RF Module and the Ethernet Gateway are respectively connected to the product and Internet, developers can remotely control and monitor their products via any web browser on a smartphone or a PC. The Arrayent Software includes web based applications that provides a library of application utilities (graphing, scheduling, etc.) and “web services virtualization interface” that connects a web application to the consumer product without additional software development.

The Arrayent Internet-Connect DevKit costs $1,899.95, and is available now by contacting Arrayent at info_at_arrayent.com

ABOUT ARRAYENT

Arrayent offers turnkey end-to-end Internet connect system that is low cost and reliable. Arrayent’s customers are major brand owners that sell their products through retail and custom installer channels. Arrayent is founded on the principle that consumer products don’t have to be turned into expensive PCs to connect to the Internet. Arrayent-enabled products are easy to install so that retailers experience low product return rates. Arrayent’s embedded software runs on low cost commercially available 8-bit microprocessors to ensure low product costs. Its cloud computing infrastructure, hosted at redundant co-locations to ensure high system reliability, is implemented as modern switch-like data center architecture that is low cost to maintain. Customers have called Arrayent the “Cisco of small things.” More information is available at www.arrayent.com.

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