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New 'Rugged Telematics Alliance' Brings Turnkey Solutions to the Heavy Equipment Industry

*Powerful, Industry-First Solution That Unites the "Four Pillars" of Telematics
on Display at CONEXPO-CON/AGG Tradeshow*

Woodridge, IL, March 14, 2011 – The Morey Corporation (MOREY) today announced the formation of the Rugged Telematics Alliance, a group of seven companies, each best-of-breed in their respective industries, committed to providing Original Equipment Manufacturers (OEMs) and other enterprises in the Heavy Vehicle & Equipment space with a turnkey telematics solution that will generate visibility, efficiency and cost savings. Simultaneously, the Rugged Telematics Alliance announced the creation of its "Rugged Telematics Quick Start Kit," an affordable, integrated, end-to-end solution that ties together the four pillars of a telematics implementation and can save companies up to 24 months in back office and embedded software development as well as significant time and cost savings to validate and verify a ruggedized hardware platform.

"The Rugged Telematics Alliance provides a streamlined solution for Heavy Vehicle & Equipment OEMs to engage Tier-One proven providers in each area of telematics," said Dana Morey, EVP for MOREY. "This significantly cuts development dollars and overall time-to-market to implement a customizable telematics solution that will put any OEM on a fast path toward a more differentiated brand and a more profitable operation."

The companies forming this alliance and the critical components each contributes in the context of the four telematics pillars include:

- **Hardware** – **MOREY** manufactures the ruggedized hardware platform that supports the CAN (controller area network) and is built to withstand the harsh environments of the heavy equipment and industrial industries. **Methode's** ruggedized biometric **fingerprint** reader provides reliable and accurate verification, available in any environment, to ensure that project managers know exactly who is operating equipment at all times and that all operators are authorized. Ruggedized tri-mode communication is provided through an industrial grade antenna from **Hirschman** that supports satellite, cellular and GPS communications.
- **Software** – **LHP Telematics** produces an OEM-based embedded software platform capable of custom CAN and sensor configurations. This ensures proper data capture and the delivery of desired data to a user's back office systems.
- **Back Office Applications** – **AXEDA** offers a robust, scalable back-office management platform, which provides configuration tools to customize to the user's business and ensure that data can be rendered in the desired format and in the context of existing business systems.
- **Communications** – **ORBCOMM** and **Telenor** provide communications, offering the unique opportunity to select a combination of terrestrial and satellite offerings and provide a mixture of high bandwidth data and global connectivity. Working together, the two providers ensure that equipment is never out of reach regardless of location.

Sending, receiving, and storing wireless information is becoming a necessity for heavy equipment users. The Rugged Telematics Alliance strives to make these users more efficient in monitoring their assets to improve equipment performance and utilization, cut overall costs, and improve the bottom line. By presenting OEMs with an integrated, 'plug and play'

telematics solution, the Rugged Telematics Alliance will significantly shorten OEM time to market and save significant Non-Recurring Engineering (NRE) costs. In addition, it provides OEM's with an open platform to control each component of the solution.

The "Rugged Telematics Quick Start Kit" is a preconfigured tracking and monitoring solution. The Kit is equipped with all of the necessary hardware (TCU, antennas, biometric identification, and wire harness) needed to implement the telematics-based solution. Once the pre-configured ruggedized hardware unit is installed on a piece of heavy equipment, it will allow users to track the location of the equipment, monitor common CAN messages, and report the status of critical machine components using a powerful embedded software application. This critical information will be sent to the back-office platform for analysis and action, such as a timely scheduling of preventative maintenance. Each user has the ability to customize the type of data and reports they will receive depending on their needs.

Rugged Telematics Alliance representatives will be at the CONEXPO – CON/AGG conference in Las Vegas, NV, from March 22-26 at the Hetricon **Radio Remote Control** Booth #B912 to provide a live feed of cellular and satellite delivered telematics data as well as interaction with the biometric hardware and back-office platform.

To learn more regarding the Rugged Telematics Alliance and the Quick Start Kit, please contact LHP Telematics or visit the Rugged Telematics website at www.ruggedta.com.

ABOUT MOREY

www.moreycorp.com

MOREY is an award-winning, 76-year-old Electronics Manufacturing Services (EMS) company providing comprehensive design, engineering, manufacturing, and testing services for Original Equipment Manufacturers, Applications Service Providers, Suppliers and other enterprises relevant to the aerospace & defense, industrial, utility, communications, heavy off-road/on-road and agricultural vehicles markets. MOREY-manufactured electronics can be found in every region of the world powering mission-critical applications in the most demanding environments on the planet. MOREY leverages deep expertise in telematics, power electronics, controls, sensors, displays, cord reels and handsets for its customers and complements its EMS offerings with value-added expertise in program management, ruggedization, legacy support and global supply chain management. MOREY is based in Woodridge, IL, and operates a 200,000 square foot, state-of-the-art manufacturing facility and design center.

ABOUT LHP TELEMATICS, LLC

www.LHPtelematics.com

Founded in 2008, LHP Telematics has grown to become one of the leading telematics software platform companies focused on the OEM market. The LHPT embedded application's advanced event correlation capabilities are unmatched in the industry and give OEM customers a level of customization that was previously unattainable. The addition of the Equipment intelligence service for Engineering Departments gives OEMs an easy entry point to try out telematics while gaining a needed tool.

ABOUT ORBCOMM

www.orbcomm.com

ORBCOMM is a leading global satellite data communications company, focused on Machine-to-Machine (M2M) communications. Its customers include Caterpillar Inc., Doosan Infracore America, Hitachi Construction Machinery, Hyundai Heavy Industries, Asset Intelligence a division of I.D. Systems, Inc., Komatsu Ltd., Manitowoc Crane Companies, Inc., and Volvo Construction Equipment among other industry leaders. By means of a global network of low-earth orbit (LEO) satellites and accompanying ground infrastructure, ORBCOMM's low-cost and reliable two-way data communication services track, monitor and control mobile and fixed assets in four core markets: commercial transportation; heavy equipment; industrial fixed assets; and marine/homeland security. ORBCOMM-based products are installed on trucks, containers, marine vessels, locomotives, backhoes, pipelines, oil wells, utility meters, storage tanks and other assets. ORBCOMM is headquartered in Fort Lee, New Jersey and has its network control center in Dulles, Virginia. For more information, visit www.orbcomm.com.

ABOUT AXEDA

www.axeda.com

Founded in 2000, Axeda is the leading cloud platform and applications company for connected products. The Axeda Platform includes 90% of the core infrastructure for connecting, building, and managing M2M applications. As a result, product manufacturers, solution providers, and system integrators focus on delivering innovative solutions that drive new business

models and revenue opportunities—faster and at a lower cost than internally built alternatives. Axeda pioneered the market for remote service solutions. Since the demonstration of the first Internet-based remote monitoring system in 2000, Axeda has led the way with every significant innovation, driving the evolution of the market. Innovation is a key element of our culture. We listen to our customers' challenges and opportunities so that we can deliver solutions that drive competitive advantage and create lasting value.

ABOUT HIRSCHMANN

www.hirschmann-car.com

Hirschmann Car Communication GmbH, headquartered in Neckartenzlingen and operations in Hungary, France, China, Japan, South Korea, Mexico and the USA, is a leading global provider of mobile communication systems. For over 80 years, the company impressed the market significantly. Today the product range of antenna systems and TV tuners for the initial equipment and an extensive range of antennas for the retrofit. The customers of the Swabian global players include all major automobile manufacturers. Starting with the invention of the banana plug in the 20's and the world's first telescopic antenna in the 30's, developed the Hirschmann Car Communication GmbH numerous innovations and novel solutions tailored to the needs of their customers.

ABOUT METHODE

www.methode.com

Methode Electronics is a leading developer of custom-engineered and application-specific products and solutions utilizing the latest technologies. From biometric identification utilizing the unique characteristics of human skin structure; to magnetic signature sensing of mechanical and electrical properties; to the revolutionary solid-state touch sensitive switches used in today's appliances and automobiles, Methode's extensive toolbox of technical solutions help our customers differentiate their products. Our regional design and customer support centers, coupled with manufacturing campuses in the Americas, Europe, and Asia allow Methode to bring a total business solution to customers worldwide. We leverage the talents of our 2,800 employees to serve a diversified group of customers in four market areas: User Interfaces, Sensor and Switches, Power and Data. Methode helps customers win in their end markets by providing an unmatched combination of customer focus, differentiated technology, problem solving and world-class manufacturing.

ABOUT TELENOR

www.telenor.com

The core business of Telenor Group is telecommunications. We provide voice, data, content and other communication services in 12 markets across Europe and Asia. The Telenor Group is dynamic and flexible in its business approach, always exploring new markets and new technologies to make long-term investments. This is part of the reason why Telenor has grown from a national telephone service company in Norway to become one of the world's largest mobile providers in less than two decades. At the time of its Initial Public Offering in 2000, Telenor had a mobile subscriber base of 15 million. By the end of the third quarter 2010 this reached 195 million mobile subscriptions (104 million in consolidated operations and 91 million in VimpelCom Ltd). The Telenor Group is now a driving force in the industry, engaging in pioneering research and technology development and other areas that are important to develop the core business of Telenor further.