

DATA SHEET

Newbury Active Asset 4.0

Real-time location asset tracking and management application for WLANs that enables enterprises to improve business efficiency and reduce asset management costs.

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Active Asset is a Real-Time Location Services (RTLS) application that empowers enterprises to locate, track, manage, secure and analyze critical mobile assets and personnel for maximum return on investment and efficiency. Together with the LA-200 Location Appliance™ and optimal AT-320 Wi-Fi asset tags, Active Asset delivers critical, real-time point-of-need and time-of-need information necessary to improve enterprise processes, asset allocation, cost efficiencies and maximize employee productivity.

Improving operational efficiency, safety and loss prevention in enterprise settings such as healthcare, educational institutions, data centers, supply chain and manufacturing are important benefits that real-time asset tracking delivers. And since the incremental deployment cost is so low, return on investment (ROI) within 12 months is typical. Active Asset provides organizations with the ability to access timely location-specific information and services easily and efficiently – beyond the limitations of passive RFID or even hybrid Wi-Fi location systems using passive readers or choke points.

Traditional passive or hybrid RFID solutions only identify when an asset has been in the proximity of a reader or exciter often placed at a choke point like a doorway – essentially providing only "last seen" status of the tracked asset. In contrast, by leveraging an 802.11 based location

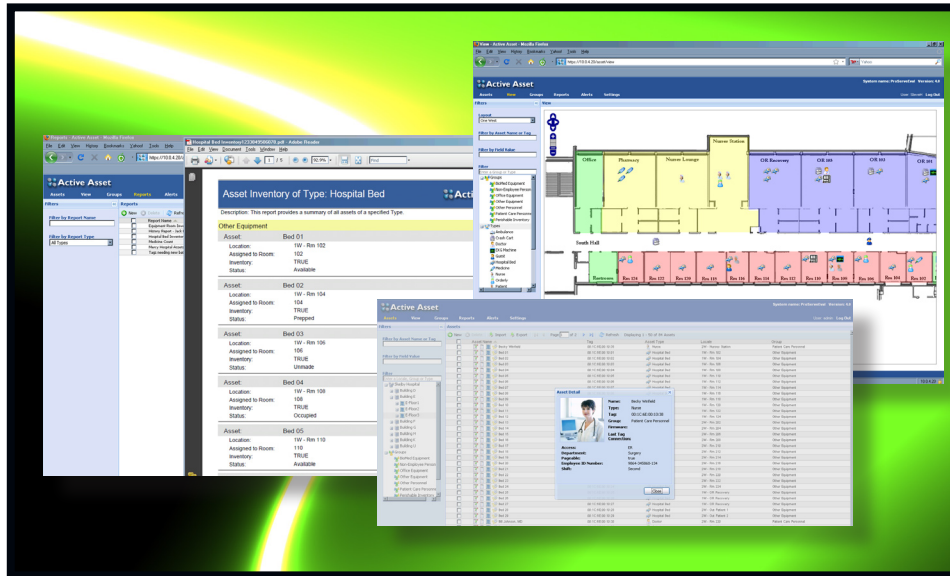
platform, Active Asset can continuously track in real-time the precise physical location of every asset within range of the wireless network – inside and out. Further, by leveraging existing Trapeze Smart Mobile® WLAN infrastructure or access points from 3Com, Cisco, Enterasys, Meru, Nortel, and Symbol (Motorola), Active Asset enables organizations to implement active RFID solutions without needing a separate overlay network of costly sensors or readers.

Active RFID provides two major capabilities: point-of-need positioning and continuous, 24x7 location tracking. The most often cited desire for active asset tracking is at "point of need" or "time of need" – to find the nearest person or asset – such as locating a crash cart in a hospital when a patient requires cardiac care. The other common need for active asset tracking is to continuously monitor and report on movements of assets such as monitoring the progress of items in a production process or identifying all the places that have not been checked by security personnel in the last 24 hours.

Active Asset Features and Benefits

Rapid Real-Time Location Services (RTLS) –

Active Asset instantly locates and tracks people, equipment, expensive assets, vehicles, and any Wi-Fi enabled devices or equipment such as laptops, smart phones and PDAs.



Interactive Asset View – Active Asset includes a graphical console that provides real time visibility into the activity, location and status of moving or stationary assets. Mapping tracked devices and personnel to floorplans down to room level, the asset view provides layered visibility to display assets, location, movements, critical alerts and more.

Extensible Asset Life-Cycle Management –

Active Asset allows enterprises to use a configurable and extensible data model supporting multiple asset types such as people, equipment, a variety of handsets and other mobile devices. Grouping of assets by type (i.e. nurses, wheelchairs, security guards) is also possible to help streamline processes and save valuable time.

Efficient Workflow Process Tracking –

Active Asset continuously monitors signals from tags and other Wi-Fi devices so it can identify the location of items, providing managers with a real-time picture of supply chain movements and process workflow.

Lightweight Wi-Fi Asset Tags –

Active Asset works with the Newbury AT-320's small, lightweight, and power efficient Wi-Fi asset tags that easily attach to high value assets providing the most accurate and precise location tracking. Integrated alert button, motion detection and temperature sensors help enterprises improve responsiveness and loss prevention.

Active Asset (continued)

Timely Alerts and Events – Active Asset provides for a wide variety of alerts and events based on specific location tracking criteria e.g. people or equipment entering or leaving a designated area to get instant information on an asset's location in real time.

Powerful System Level Integration and APIs – Active Asset runs on top of the Trapeze LA-200 Location Appliance and integrates with leading enterprise network infrastructure such as 3Com, Cisco, Enterasys, Meru, Nortel, and Symbol (Motorola). In addition, programmable and extensible APIs allow you to write to other enterprise applications and databases.

Flexible Reporting and Audit Trails – Active Asset comes packaged with a portfolio of reports and extensible event-based alerts to improve job and workflow processes such as inventory management, mobile asset audits, asset history, etc.

Unmatched Scalability and Performance – Active Asset can handle real-time tracking of thousands of assets and devices across multiple locations in an enterprise setting.

Active Asset in Healthcare

In a healthcare setting the locations of medical staff, patients and critical equipment are identified and tracked in real-time to ensure efficient use of personnel, equipment and facilities. For greater productivity and efficiency, Active Asset's tags can be attached to standard personnel, patient and visitor badges. Using Active Asset to track equipment, patients, and first responders ensures that critical care is delivered to those who need it most so that people and valuable assets can be tracked in these fast-paced, chaotic environments.

Active Asset in Education

Active Asset creates more productive learning environments both inside and outside the classroom by tracking and locating valuable IT assets to enhance lost prevention and optimize efficient use of classroom equipment and learning aids. In addition, location-based monitoring and tracking features in Active Asset improve campus-wide e911 services and security.

Active Asset in Manufacturing

Efficient manufacturing requires instant, continuous, and precise knowledge of parts availability and work-in-process status. Active Asset can provide complete visibility of parts, tools, WIP, finished goods inventory and personnel as they move throughout the factory. For example, an alert can be triggered if a production batch does not move to the next process within a specified period of time.

Active Asset in Information Technology

Organizations spend a tremendous amount of time locating and securing computing devices. Often those devices are Wi-Fi enabled or can be tagged with Wi-Fi asset tags. By tracking IT assets with Active Asset, organizations can be alerted when devices are not where they are expected to be. When equipment needs to be serviced, personnel can quickly locate the device saving hours of time by avoiding having to hunt down the device.

Active Asset in Security Management

Active Asset enables organizations to locate, track, secure, and inventory their valuable resources. Active Asset is ideal for organizations that need to manage high-value assets throughout their facilities and secure expensive assets, like inventory or equipment.

Active Asset in Workflow Management

Active Asset streamlines production staging, inventory control, and finished goods putaway and retrieval. Active Asset also eliminates the error-prone methods used commonly in work-in-process and queue-time tracking, allowing operators to instantly determine the location of a specific job, the process stage, and the dwell time.



Key Features

Active Asset for RTLS and Mobile Resource Management

Active Asset enables several key capabilities for effective real-time asset tracking, management and workflow analysis, including:

- Personnel identification, monitoring, location and tracking
- Asset identification, location, tracking and usage monitoring
- Asset life-cycle control
- Asset management
- Settings and configuration management
- Service and support
- Recovery and continuity
- Inventory management and security
- Production and process control
- Facilities access control
- Roll-based administration and viewing
- System level integration and APIs

Active Asset Feature List

Patented location tracking for 802.11 devices

- Determine physical location down to a specific room on a specific floor
- Establish unique access policies for different physical zones such as inside, outside, and public spaces
- Accurately determine if device is inside or outside your facility
- Establish alerts based on location of devices
- 24x7 Monitoring of all 802.11 devices in and around your facilities

Asset Reporting and Monitoring

- Graphical real-time monitoring asset view
- View assets by location
- Activity reports by location
- Asset movement analysis
- Comprehensive asset history with record of
 - Physical Location
 - Associations

Ordering Information

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NAAxxxT	• Newbury Active Asset software license with 50 to 2000 tracked assets
LA-200-xx	• Location Appliance with 2 x 10/100/1000Base-T ports, for Real-Time Location Services (RTLS)
AT-320	• Newbury Active 802.11b/g Asset Tag for Wi-Fi Based Asset Tracking Solutions
• xx = NA - North America, EU - Europe, UK - United Kingdom, JP - Japan, AU - Australia	