Crossbow’s New ZigBee-Ready, 802.15.4 Radio-Compliant MICAz Mote an Instant Hit

Mote Enables Audio, Video and Other High Bandwidth Data Collection and Transmission Over a Battery-Powered, Wireless Ad-Hoc Mesh Networking Platform

SAN JOSE, Calif. – Aug. 18, 2004 – Demand for wireless sensor networking in the industrial sector has increased by more than 30 percent this year, largely due to the increased reliability and scalability of mesh networking, according to a recent report issued by research firm ON World, Inc. With thousands of nodes per network to be commonplace within five years, ON World forecasts 168 million nodes to be deployed by 2010.

Crossbow Technology, Inc. (www.xbow.com) is the leading full solutions supplier in the wireless sensor networking arena and the only manufacturer of Smart Dust wireless sensors. The company announced today that its innovative, new MICAz ™ mote, just unveiled in June, is selling right off the shelf. The MICAz is a 2.4GHz, IEEE 802.15.4 compliant, Mote module used for enabling low-power, wireless, sensor networks. It enables higher bandwidth wireless sensor networking applications and is optimized for even harsh indoor environments that require high data rate transmissions.

Crossbow’s open standard wireless sensor mesh networking platform is based on the TinyOS open source operating system, which supports fully modular interoperability and migration to any emerging radio, protocol and transmission standards. For example, the 2.4 GHz MICAz is 802.15.4 and ISM band compliant and can easily support ZigBee standard protocols.

MICAz is the latest in a rapidly expanding family of Crossbow motes tailored to support specific application requirements. Best of all, it is plug and play with all of Crossbow’s sensor and data acquisition boards, gateways and software.

“The MICAz is a breakthrough solution for home and building automation, automotive and indoor security applications, in which reliably securing, gathering and sending audio and video data utilizing a wireless sensor network was previously impossible,” said Mike Horton, President and CEO of Crossbow Technology. “We think the fact that our MICA product family is built on the TinyOS open architecture and our reliance on ZigBee standards plays a large part in our success.”

Market Potential for ZigBee Products

There is an ever-expanding market potential for short-range, low data rate wireless applications, according to ON World. The sheer volume of the low data rate wireless devices are predicted to be three times the size of Wi-Fi (802.11) in the next five years, mostly due to the ZigBee (IEEE 802.15.4) standard. ZigBee complements wireless technologies such as Bluetooth, Wi-Fi and
Ultra wideband, and is promoted by established companies such as Motorola, Honeywell, Invensys, Mitsubishi, Philips and Samsung, as well as a growing number of innovative start-ups such as Crossbow. ZigBee is targeted at applications where being wired is impossible and where ultra low power and low cost is a requirement.

Crossbow is a member of the ZigBee Alliance, a rapidly growing, non-profit association of companies working together to enable reliable, cost-effective, low-power, wirelessly networked, monitoring and control products based on an open global standard. ZigBee is the only standards-based technology designed to address the unique needs of low-cost, low-power, wireless sensor networks for remote monitoring, home control, and building automation network applications in the industrial and consumer markets.

ZigBee Alliance members are defining a global specification for reliable, cost-effective, low power wireless applications based on the IEEE 802.15.4 standard. The alliance consists of leading semiconductor manufacturers, technology providers, OEMs and end-users worldwide. Additional information can be found at www.zigbee.org.

High Data Security and Flexibility

The MICAz reinforces and extends Crossbow’s market leadership in the rapidly growing indoor and high data rate wireless sensor networking arena. The MICAz mote is the first to deliver low power, true mesh networking support for these applications that typically also require high levels of security for data transmission along with programmable power configuration for optimizing battery life. Crossbow boasts a long list of technology firsts and patents, and has the largest installed base of commercial customers running large-scale wireless sensor networks in the industry.

For more information about the MICAz wireless measurement system, please visit http://www.xbow.com/Products/productsdetails.aspx?sid=101.

About Crossbow Technology

Founded in 1995, Crossbow Technology, Inc. is the leading full solutions supplier in the wireless sensor networking arena and the only manufacturer of Smart Dust wireless sensors. Crossbow has for years been at the forefront of creating and deploying smaller, smarter, wireless sensing devices and mesh networking platforms for large-scale defense, environmental, agricultural, industrial monitoring and control, building automation, security and asset tracking applications. Crossbow’s open architecture, TinyOS-based platform enables highly intelligent multi-sensing devices to dynamically and reliably self-organize to efficiently capture and send detailed physical data anywhere, anytime.

Crossbow is also a leading supplier of inertial sensor systems for aviation, land and marine applications and other instrumentation sensors. The company has shipped more than 500,000 of its Smart Dust and other advanced sensors to more than 1,000 customers, including select Fortune 100 and other leading industrial, defense, technology, civil engineering and manufacturing companies. Named one of the Top 25 Companies to Watch in 2003 by Semiconductor Innovation Letter, the company’s strategic partners include Intel Corporation.

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