

Press Contact

Shana Jacob
Sales Manager, Wireless
Crossbow Technology, Inc.
408-965-3344
shana@xbow.com

Crossbow Unveils ēKo Series Wireless Crop Monitoring System at Unified Wine Symposium

Next Generation Wireless Crop Monitoring for Precision Agriculture

San Jose, CA – January 29, – Crossbow Technology, Inc. (www.xbow.com), a leading supplier of wireless sensor technology and inertial MEMS sensors for navigation and control, announced today the release of ēKo™ Pro Series, a turnkey live data, wireless crop monitoring system enabling precision agriculture. ēKo Pro Series follows Crossbow's already popular sensor and navigation solutions for heavy agricultural equipment.

ēKo Pro Series represents the next generation in crop monitoring and precision agriculture techniques, employing a mesh network of wireless sensors and providing vital live data about crop health, vigor and growth progress via a simple internet browser. Among others, the ēKo Pro Series monitoring solution features the following innovations:

- Solar-powered, field-deployed wireless sensor nodes, which requires no electrical power so that sensors can be placed where needed.
- Simple-to-use, web-based data viewing that allows remote access to live sensor data, critical trend charts and alarm settings - all of which are highly customizable.
- Leading-edge, reliable wireless mesh network technology that is self-configuring and self-healing, thus providing effortless setup and easy scalability, where additional wireless nodes and sensors can be added easily by non-technical users.

ēKo Pro Series drives increased profits and competitive advantage by enabling lower input costs, mitigating crop loss risks, increasing per-acre yields, and delivering higher quality crops with greater consistency.

“ēKo Pro Series enables growers to consistently improve yield and quality regardless of the variability in the terrain, soil or micro-climates,” said Robert Robinson, VP of Sales and Marketing at Crossbow. “Growers can now overcome the traditional tradeoff between higher yields vs. higher quality and can achieve a higher average price on larger harvests consistently by executing precision agriculture techniques with ēKo Pro Series data.”

ēKo eliminates concerns about reliability and complexity in applying wireless technology to deficit irrigation and precision agriculture by delivering a more integrated solution including all the sensors, software application, sensor nodes, and network components that growers need to quickly and easily deploy a wireless monitoring system.

“ēKo takes crop monitoring using wireless technology to whole new levels in terms of reliability, flexibility, and ease,” said Alan Broad, Director of Environmental Products at Crossbow. “Its mesh-based architecture with capabilities such as data re-routing, self-organizing/self-healing network, auto-detection of new nodes delivers proven reliability, effortless deployment, and easy scalability. Moreover, the unique sensor interface provides the flexibility to add any sensor from third-party vendors in the future.”

The ēKo Pro Series Starter Kit provides a quick, easy way to get started with wireless monitoring. It includes an ēKo Pro Series Network Gateway, 3 ēKo Pro Series wireless nodes, 6 soil moisture/temperature sensors, 1 ambient temperature sensor, and built-in web-based monitoring application. Additional wireless nodes and sensors are simple to add.

The new ēKo Pro Series will begin shipping in volume in April 2008. Pricing and advanced sales inquiries may be directed to sales@xbow.com.

Crossbow is previewing the ēKo Pro Series at the Unified Wine & Grape Symposium conference in Sacramento, California on January 29-31, booth 744. To learn more about the use of ēKo for wireless crop monitoring, go to <http://www.xbow.com/eKo>.

About Crossbow Technology

Founded in 1995, Crossbow Technology, Inc. is the leading end-to-end solutions supplier of wireless sensor networks and inertial sensor systems. Crossbow has shipped over 500,000 sensors to over 1000 customers, including select Fortune 100 companies, for diverse applications such as industrial automation, building monitoring, home automation, environmental control, defense, security and asset tracking.

Crossbow is leading the revolution for connecting the physical world with the digital world through wireless sensor networks. Headquartered in San Jose, California, Crossbow has offices in China, Japan and Switzerland and distributors in 24 countries worldwide. The company is privately held. Its major investors include the Cambria Group, Cisco Systems, Intel Capital, Morgenthaler Ventures, and Paladin Capital. For more information, visit www.xbow.com.

###

Crossbow Technology is a registered trademark of Crossbow Technology, Inc.
Copyright © 2008 Crossbow Technology, Inc.
All rights reserved. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Crossbow Technology, Inc
4145 N. First Street
San Jose, CA 95134
Ph: 408.965.3300
Fax: 408.324.4840
info@xbow.com
www.xbow.com