



Smarter Sensors In Silicon

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eKo System Wins Best New Product of the Year at 6th Annual International Business Awards
Crossbow's Environmental Monitoring Solution awarded International Stevie[®] Award

San Jose, CA – July 14, 2009 – Crossbow Technology, Inc. (www.xbow.com), a leading supplier of wireless sensor technology and cutting-edge environmental monitoring solutions based in the Silicon Valley, announced today that the [eKo™ product line](#) has been awarded the top honor of Best New Product of the Year -Manufacturing in the 2009 International Business Awards. The International Business Awards are the only global, all-encompassing business awards program honoring great performances in business.

Crossbow's eKo system outshone others in the category as the concept, reality and benefits of the solution reflected the viability and need for high technology in the green industry. eKo™ brings the reality of the smart environment to farmers and environmentalists alike and is the tool that has initiated greater insight into environmental research, crop monitoring, smart water grids, conservation, water quality, pollution detection, etc. The small ruggedized system employs a mesh network of wireless sensors easily deployed to gather essential knowledge and vital live data via a standard internet browser.

“Crossbow is honored to receive this distinction for the eKo system. It is an innovative platform that has changed the face of environmental monitoring worldwide,” said Mike Horton, President and CEO of Crossbow Technology. “eKo has introduced a new generation of sensor integration and wireless technology that is simple and efficient.”

Recipients of an International Stevie Award were selected from more than 1,700 entries received from organizations and individuals in more than 30 countries. Members of the Awards' Board of Distinguished Judges & Advisors and their staffs selected International Stevie winners from among the Finalists, which were determined by volunteer judges around the world during two months of preliminary judging. A complete list of honorees and other details are available at www.stevieawards.com/iba.

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.

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About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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