



Proximetry Facts-at-a-Glance

- Privately held company, founded in January 2005
- Provider of wireless performance management solutions
- Patent-pending technology
- Product first shipped May 2006
- Headquartered in San Diego, California with European operations in Poland and Germany

Corporate Profile

Proximetry provides operational support system (OSS) solutions for wireless networks to enable network operators to visualize, provision, and actively manage their networks, especially to support mission-critical communications. AirSync, the company's software solution, is the first comprehensive performance and network management tool that enables real-time, network-wide visualization, management, and active network control from a single system and location for multivendor, multifrequency, multiprotocol wireless networks. Founded in January 2005, Proximetry is a privately held company headquartered in San Diego, California.

Market Overview

WiFi, WiMAX and wireless mesh networking standards are enabling the rapid proliferation of city-wide networks. These networks are complex, heavily utilized, span a diverse set of users, devices, and applications, and must support performance critical use cases. As a result, network operators, municipalities and public safety agencies have the growing challenge of efficiently and reliably operating and managing this new and complex wireless network.

Market Leadership

As a testimonial to Proximetry's solution capabilities, Proximetry is proud to have partners and customers from leading global technology solution provider organizations.



Solution Overview

AirSync, the company's software solution, is the first comprehensive performance and network management tool that enables real-time, network-wide visualization, management, and active network control from a single system and location for multivendor, multifrequency, multiprotocol wireless networks. By deploying AirSync, network operators are assured the optimal performance, scalability, and reliability expected from a carrier-class solution. AirSync enabled networks are actively monitored and respond to user priority and network resource shifts in real-time enabling:

- Intelligent provisioning that aligns network resource priorities to users and devices
- Dynamic bandwidth allocation that assures services meet user expectations
- Predictive routing and resource configuration that maximizes throughput

Proximetry's AirSync performance and network management solution gives network operators the ability to predict, control and optimize their distributed, multiprotocol wireless networks.

Solution Approach

The Proximetry product, AirSync, is unique in its ability to provide complete visibility and control of your wireless network assets. AirSync provides key capabilities in areas of operations, planning & scheduling, and configuration of network resources. AirSync leverages a single integrated platform which enables end-to-end resource management of complex wireless networks. The platform provides the insight and automation required to better manage and efficiently operate your performance critical wireless networks.

AirSync is developed and built on a standards-based architecture. This architecture assures low cost of ownership, ease of expandability, configuration flexibility and seamless integration into other enterprise systems as an organization grows.

Proximetry solutions are deployed thru system integrators as part of our global partner program.

Partner Program

The Proximetry partner program is focused on delivering maximum value and benefit to our global customer base. Proximetry aligns itself with leading companies that provide software and technology that complement our portfolio of industry solutions. Building upon the strengths of industry leaders enables Proximetry to provide solutions that maximize value, streamline operational processes, and deliver a stronger return on investment.

Proximetry believes meeting today's business challenges is made more difficult by the need to navigate the proliferation of WiFi, WiMAX and wireless mesh networking standards across metro wireless networks. We believe that our approach, combined with superior partner relationships, enables Proximetry to deliver the maximum benefits on behalf of our customers for the delivery of optimal solutions.

Proximetry works with leading systems integrators and business strategy and management consultancies that provide a wide range of consulting expertise including; implementation of software solutions, process and change management, and strategic business services. We maintain close relationships with major consulting organizations, worldwide, to extend Proximetry's delivery and solution capability for our customers.

Company Management

Proximetry's team is over 40 people and growing. The team is led by an executive management group that has crafted innovative uses of wireless technology for breakthrough enterprise solutions. Their collective expertise and leadership abilities continue to support Proximetry as a leading provider of wireless performance management software solutions.

Tracy R. Trent – Chief Executive Officer, Chairman & Co-Founder

Tracy Trent is a technology sales and marketing veteran for over twenty years, the last seven of which have been in the wireless products arena. Tracy was previously the chief executive officer of Stellcom, a venture capital-backed wireless product development and services firm located in San Diego. He has also held various senior management positions at SAIC, Sun, Vytex, and CalAmp. Trent has an MS in Management of Technology from MIT's Sloan School of Management.

Dr. Walter Buga – Chief Technology Officer & Co-Founder

Walter has over twenty years experience in the telecommunications infrastructure and standards arena, having held leadership positions at Lucent, Bell Labs and AT&T. Dr. Buga has his BS/MSEE and PhD in Technical Sciences from the Technical University of Wroclaw, Poland.

Jim Arnett – Chief Financial Officer

Jim Arnett is an experienced technology chief financial and operating officer. Past assignments include Quake Wireless, a leading provider of equipment and technology to the Orbcomm low-earth-orbit satellite system; Keylime Software, a venture-funded internet ASP in the website analytics space; TriTeal Corporation, a publicly-traded enterprise software company. In addition, Arnett has over fourteen years of Wall Street investment banking experience. Arnett earned a Bachelor of Science in Finance from USC.

Michael Boehm – Vice President, Product Development

Michael Boehm has over twenty years experience in product development and growing technology enterprises, spanning Asia and US, for both software and embedded wireless products. Boehm's past experience includes several internet start-ups, a chief technology officer stint at an idealabs start up carsdirect.com, and chief software architect at ViewSonic. Boehm holds a Bachelor's degree from Northwestern University and a graduate degree from Stanford Graduate School of Business.

Carlton O'Neal - Vice President, Marketing & Business Development

Carlton O'Neal has over 20 years experience in telecom marketing and operations. As a WiMax pioneer and leading spokesman for broadband wireless issues worldwide. Prior to joining Proximetry, Mr. O'Neal was vice president marketing for Alvarion and before that vice president of marketing and sales for Ensemble Communications. He began his career with Southwestern Bell and Octel. Mr. O'Neal holds JD and MBA (Summa Cum Laude) degrees from Southern Methodist University and a BSEE from Rose-Hulman Institute of Technology.

Investor Overview

Proximetry is a privately-held company backed by leading venture capital investors focused on technology companies that supports business innovation and process management improvement. Proximetry has key investors that are innovators and influential leaders in technology financing that support our strategic direction and growth.

- Munich Venture Partners – Munich, Germany
- Investec – United Kingdom
- Rembrandt Venture Partners – Menlo Park, California
- Windward Ventures – San Diego, California