

PNI Sensor Corporation and Senet Announce Smart Parking Solution Integration with Senet's Low-Power, Wide-Area Network

Enables Rapid Deployment of IoT-Enabled Smart Parking

SANTA ROSA, CA and PORTSMOUTH, NH – May 16, 2017 — PNI Sensor Corporation, the world's foremost expert in precision location, motion tracking and fusion of sensor systems into real-world applications, and Senet, the first and fastest growing North American provider of public, low-power, wide-area networks (LPWANs) for long range Internet of Things (IoT) applications supporting the LoRaWAN™ protocol, today announced integration between PNI Sensor Corporation's PlacePod™ smart parking solution and the Senet Low-Power Wide-Area network (LPWAN).

PNI's PlacePod is an IoT-enabled high-accuracy smart parking sensor that provides accurate vehicle detection in parking spaces, up to 10 years of battery life and is stable over temperature fluctuations, even in harsh environments. PlacePod solves the most mission-critical aspects of parking management: accurate, real-time vehicle detection and location of available parking spaces.

Integration of the PlacePod smart parking sensor and the Senet LPWAN gives businesses, cities, university campuses and transportation hubs the capability to implement an end-to-end smart parking solution and adopt dynamic pricing models to increase parking revenues, efficiently manage parking enforcement and reduce traffic congestion by guiding drivers to available parking spaces.

"We are excited to partner with Senet and expand the IoT ecosystem for our smart parking customers," said Becky Oh, President and CEO of PNI Sensor Corporation. "Now customers have the flexibility to customize their smart parking solution for their specific requirements and manage their parking resources using the Senet LPWAN within PNI's parking cloud or utilize the Senet network for a private, on-premises deployment."

Senet's public, standards-based and highly scalable LPWAN currently provides coverage in a total of 225 cities and 23 states (see [live coverage map](#)), and has the ability to support millions of devices across hundreds of industries. LPWANs are differentiated by bi-directional communication, security, support for fixed, nomadic and mobile devices and localization capabilities which address the most critical aspects of IoT value creation.

"A leading promise of IoT is the technology's ability to augment and improve existing infrastructure and services that citizens rely on every day, while delivering economic and environmental improvements," said Dave Kjendal, CTO and Executive Vice President of Engineering at Senet. "We are pleased to be partnering with PNI to deliver on this promise with municipal and private parking management solutions aimed at improving public services and reducing traffic congestion and carbon emissions."

Senet and PNI at IoT World 2017

Senet and PNI will be demonstrating LoRa-based smart parking solutions at [IoT World 2017](#), which is being held on May 16 – 18, 2017 at the Santa Clara Convention Center in Santa Clara, CA. Senet is a silver sponsor at this event, and will be exhibiting at its booth #1047.

About PNI Sensor Corporation

With over 30 years of experience, PNI is the world's foremost expert in precision location, motion tracking, and fusion of sensor systems into real-world applications. PNI's sensors and algorithms serve as the cornerstone of successful IoT projects and other mission-critical applications where pinpoint location, accuracy, and low power consumption are essential. Building on decades of patented sensor and algorithm development, PNI offers the industry's highest-performance geomagnetic sensor in its class, location and motion coprocessors, high-performance modules, sensor fusion algorithms, and complete sensor systems. PNI's technology is used in consumer electronics and wearables, smart parking, IoT, robotics, automotive, military, and other applications, by customers such as Nintendo, HTC, Samsung, iRobot, Sony, STMicroelectronics, General Motors, Thales, and Ford. To learn more, please visit www.pnicorp.com.

About Senet, Inc.

Senet, a contributing member of the LoRa Alliance™, is the first and fastest growing provider in North America of low-power, wide-area networks (LPWANs) with its class-leading LoRa® modulation for IoT/M2M applications. LPWANs enable value-driven solutions that can unlock immediate ROI by enabling devices to connect over very long ranges (approximately 15 miles) while delivering very long battery power life (approximately 10 years) for an extremely low total cost of ownership. For applications that require low cost, low power, and long range, the secure Senet network has distinct advantages over cellular, Wi-Fi, and other emerging connectivity technologies for the IoT market. For additional information, visit <http://www.senetco.com>.

Senet media contact:

Matt Farhadi, Account Executive
Elevate Communications
mfarhadi@elevatecom.com

PNI Sensor Corporation media contact:

Robin Stoecker
PNI Sensor Corp.
rstoecker@pnicorp.com

###