



FOR IMMEDIATE RELEASE

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**POWER OVER ETHERNET CLOCKS ADDED TO PRIMEX WIRELESS
SYNCHRONOUS NETWORK SYSTEM**

Lake Geneva, WI – September 30th, 2009 – Increasing the flexibility of the Synchronous Network System (SNS™), the most advanced solution for Wi-Fi synchronous timekeeping and temperature/humidity monitoring, Primex Wireless has released a new series of Power over Ethernet (PoE) synchronous clocks. The SNS PoE clock is the latest product expansion which allows customers the ability to utilize AC, battery and now PoE to power synchronized time clocks. Available in both analog and digital format, the PoE clocks connect to an existing network for both power and communication to the SNS Applications Management Platform (AMP), which remotely manages all SNS equipment from a browser interface. All SNS PoE clocks are based on IEEE 802.3af standard that delivers DC power to Ethernet connected devices.

There are some significant advantages of PoE enabled clocks which complement the lineup of battery and AC power varieties. First, the SNS PoE clocks will connect over the network to receive NTP time synchronizations which allow PoE clocks to deploy virtually anywhere the network is available. This means in remote areas where Wi-Fi may not be accessible, a network drop can synchronize and power the unit. This added flexibility can help reduce costs associated with expanding wireless networks where not needed for other business applications. Additionally, as SNS LED based digital clocks are not available in battery operated mode, an Ethernet cable can be much simpler to provide to a desired location than an electrical source. “The new PoE enabled clocks will dramatically improve flexibility of the SNS system and increase ROI for customers with robust PoE networks” stated Mike O’Brien, Marketing Director for Primex Wireless.

These low powered clocks can be easily operated by PoE switches and midspan hubs because of the minimal wattage draw for analog clocks (1 watt continuous) and digital clocks (8.6 watts continuous). Time is automatically set by Network Time Protocol and communicates diagnostic information to the SNS AMP. Data available in the AMP for PoE clocks includes last time synchronization, network connectivity, accuracy and more.

The SNS Analog PoE clocks are available in a variety of styles such as the Traditional, Platinum, Metal and Wood Series which can be configured in a selection of sizes and colors to match most any environment. Digital Series PoE clocks are offered with 4" red LEDs with either 4 or 6 digits. A lineup of case color and styles including molded plastic, brushed stainless steel and aluminum are available. With visibility of over 150 feet, the digital clocks are excellent for low light, hallways or large areas.

Availability

The new lineup of PoE clocks for the Synchronous Network System is available for purchase today. Digitals are shipping today while Analogs follow in December 2009. For more information about synchronized timekeeping solutions or wireless sensing products from Primex Wireless, please call 1-800-537-0464.

About Primex Wireless, Inc.

Headquartered in Lake Geneva, Wisconsin, Primex Wireless, Inc. offers the world's most accurate and reliable wireless synchronized timekeeping systems and wireless sensing technology. With proven time and data expertise as well as global technology experience, Primex Wireless synchronizes time-controlled devices and monitors equipment throughout an entire facility. Founded in 2002, Primex Wireless has helped improve the facility operations efficiency for thousands of education, healthcare, business and government customers worldwide by increasing productivity and reducing operational costs. For more information, please visit the company's website at www.primexwireless.com.

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