

# Entrée Wireless

Mobility Solutions for Demanding Applications

Company Overview  
2008

Confidential

80417

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## Introduction – Who We Are

- Originator - Warrior Portable 'Hotspot in a Box'
  - Ruggedized, self-contained, battery powered
- Product Design and Manufacture
  - Portable, battery powered communications systems.
- Standard Warrior Product Line
- Custom Solutions
  - Customer focused hands on support

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## Expertise

- Ruggedized Packaging
  - Man portable applications
- Battery and Solar Power Systems
  - High performance battery chargers
- Wireless Communications
  - Wi-Fi, 3G, Satellite, WiMax, Mesh Networks
- Video Surveillance
- Hardware and Software Development

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## Our Products and Services

- Warrior Portable 'HotSpot in a Box'
  - Wi-Fi, 4.9Ghz, 3G, Satellite HotSpots
  - Long range WiMax and Mesh Networks
- Warrior Product Platforms
  - B10 – Basic HotSpot
  - C12 – Dual access HotSpot
  - E35 – Patient & equipment tracking systems
  - H40 – Incident command systems
- Patient Tracking Systems
  - WPH-FTK – Disaster Management Solutions (software)
- Portable Incident Command Kits
  - WPH-PCK – IBM Emergency Response Networks
- Rapid Design and Fabrication Services

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## Warrior Product Platforms

Basic HotSpot  
WPP-B10



Dual Access  
WPP-C12



Patient  
Tracking  
WPP-E35



Incident  
Command  
WPP-H40



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## Target Applications

- Portable Internet Access
- Disaster Management and Recovery
- Tracking & Situational Awareness
- Video Surveillance, SWAT
- Business Continuity

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## Target Markets

- Public Safety/Homeland Defense
  - Police, Fire, EMS
- Military
- Enterprise
- Departments
  - First responders
  - Emergency planners
  - Crisis managers
  - Mobile workers

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## Channel Partners

- System Integrators & Equipment Resellers
  - 3G/WiFi routers, mesh networks, IP video
  - Kyocera, Linksys, Top Global, Junxion, FireTide, Proxim, Cisco, etc.
- Software Vendors
  - Patient tracking
  - Monitoring and surveillance
  - Situational awareness
- Broadband Providers
  - Sprint, Verizon, Imarsat

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## Competitive Advantage

- Proven Packaging Solutions
  - Simple reliable design
  - Low cost
  - Industry standards
- Flexible Development Platforms
  - Rapid Custom Solutions – 2 to 4 Weeks
- Strong Market Knowledge
- Strong Engineering Team
  - Speaks the customers language

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## Sales/Marketing Plan

- Stimulate Lead Generation
  - Press releases, leverage customer relationships
  - Improved lead tracking
- Enhance Web Presence - New Web Site
  - Phase I – Introduce new products
  - Phase II – Revise web site, new look and feel
- Develop Strategic Alliances
  - Sprint, Software vendors and system integrators
- Maintain a Strong Rep Network
  - Quarterly advisory meeting
  - Focus on specialists in public safety & agency relationships
  - Leverage compatible product lines

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## Management Team

- President – David Ahlgren, PE
  - Strong engineering background
  - Multiple start ups, raised \$\$
- VP Marketing – Rob Barnett
  - Long history in communications, rep & channel programs
- VP Engineering – Barry Dorr
  - Expert in hardware and software development
- Key Advisors
  - Experts in markets, strategic relationships and finance

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## Thank You

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