KORE TELEMATICS

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Junior Sanders, President for Active Hunting

Active Hunting Solutions

Wireless Comes to the Wilderness

In the hunting community, hunters commonly set up automatic cameras with movement sensor to monitor game activity and trail traffic over a period of time at a specific site to gauge visitation frequency. But hunters do not have visibility on game traffic until they physically retrieve the camera to view the film. Active Hunting Solutions has a service to help hunters by providing 24/7 online remote wireless access to pictures taken at a site. But the company's concern was how to provide a cost effective service that would be attractive to the seasonal nature of Active Hunting's customer activities, without costly cellular plans and commitments.

By utilizing KORE Telematics digital airtime, Active Hunting is able to wirelessly upload images from remote cameras to their website at the moment they are taken. Hunters are immediately notified by e-mail or text messaging that a picture has been taken.

Before approaching KORE Telematics, Active Hunting had dealt with other service providers for wireless airtime but found their price offerings rigid.

With KORE, Active Hunting was able to provide the new wireless service offering to customers in a cost effective manner. Customers only require a Primal-Vision™ camera and monthly subscription to mygamepics.com from Active Hunting and their own Internet connection. They do not need to purchase a cell phone or a cell plan themselves.

"KORE makes getting wireless started simple with their flexible usage-based call rating, management

and billing services," said Junior Sanders, president for Active Hunting. Active Hunting was able to take advantage of how KORE provides machine-to-machine (M2M) airtime service through the aggregation of unbundled airtime services across all devices rather than individually. "We were able to pass along the airtime savings to our customers while providing them with reliable data connectivity to their remote cameras 24/7," he continued.

"I was not happy with the lack of service and responsiveness from other service providers," added Sanders. "The online services provided by KORE are very convenient, including activation and de-activation of SIM cards, checking for coverage and technical support."

KORE provides flexible usage-based call rating, management and billing services and value-added wireless services for a complete end-to-end customer solution.

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"The market is bursting with innovative wireless applications in the M2M sector. With the kind of network coverage, and economics, now available with KORE GSM network services, these great ideas are being turned rapidly into viable new offerings," said Alex Brisbourne, president and COO for KORE Telematics.

By using wireless technology for monitoring, Active Hunting customers benefit by having remote access to information and the ability to change camera settings –without having to visit the camera and disturb the site and game with their scent. Through Active Hunting's website and KORE wireless connectivity, they can change the day/night settings, check camera battery life and even remotely track trends with time of day and weather conditions for game activity – all this from the comfort of their homes.

About Active Hunting

Active Hunting Solutions was founded by Corey Stout and Junior Sanders in New Albany, Mississippi in 2005. It is their goal at Active Hunting Solutions to give hunters, wildlife enthusiast, and wildlife biologists an edge on tracking game and their activity. With the use of their Products and Website, you can easily track and monitor game activity. Active Hunting's Primal-Vision ™ products and services will provide hunters more information on game activity for less time and money.

At Active Hunting Solutions we are dedicated to taking further strides in the advancement of hunting and wildlife equipment.

About KORE Telematics

KORE Telematics, the largest independent wholesale GSM network service provider, is 100% M2M focused and knows more about building a successful end to end machine data application than almost anyone. How? Because we work with 350+ application service providers today to deliver fast, reliable, Business Class service for applications from vehicle location to utility metering, payment processing, landfill monitoring, asset management, offender tracking and more. With tens of thousands of subscriber connections, we have built the network and the systems to deliver SMS, GPRS and EDGE services to you. Fast.

Background on Remote Monitoring

The ability to monitor activity remotely is an emerging technology in industries such as the utility market . Examples of remote monitoring include wirelessly tracking control electrical power systems, water, oil and gas networks. This provides the utility companies with a more cost-effective way to measure utilization (in real-time), the ability to manage supply and demand, and to more effectively anticipate, identify and fix problems. The cost savings associated with measuring utilization and providing maintenance functions is greatly enhanced when meters and other network elements are in remote or hard-to-reach locations.

Harbor Research has called this "Pervasive Intelligence"; allowing businesses to make immediate decisions based on accurate, real-time, data.

But, this market is broadening to also include the use of a wireless networks to connect specialized devices in a variety of new businesses, from retail outlets and fast-food restaurants to major production and business facilities. For example, Burger King has implemented wireless M2M solutions where devices capture alarms, send notifications, receive and process remote energy and security information and then uploads this to centralized business systems.

The implementation of these solutions drives cost savings associated with energy efficiency, reduced peak demands and protection of perishable inventory or any other asset that may negatively impacted by loss of electricity, refrigeration or light.

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