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Arada Launches Complete 802.11p Telematics System With First DSRC SD Card Operating at 5.9GHz.

Showcasing the New LocoMate Line at the 17th ITS World Congress

SANTA CLARA, CA--(Marketwire - October 25, 2010) - Arada Systems, developers of specialized advanced Wi-Fi solutions at the right price, is launching a comprehensive telematics 802.11p DSRC/WAVE system at the 17th ITS World Congress (www.itsworldcongress.kr), BEXCO, Busan, Korea, October 25-29, 2010.

The new LocoMate™ line includes automotive On-Board Units (OBUs), outdoor Road-Side Units (RSUs), battery-operated Wi-Sense™ DSRC tolling tags, high-power 600mW embedded cards, as well as the world's first SD-based DSRC card operating at 5.9GHz. Arada's LocoMate supports 802.11p, DSRC, WAVE, and 1609.2/3/4/11, in addition to Bluetooth and GPS for traffic management. The LocoMate OBU is designed with a CAN bus interface for both iPhone and Android based platforms.

Starting in 2001, the company's founders have been integrally involved in setting the initial specifications of the underlying radio technology that resulted in the 802.11p specification being formed. "Arada's entry into the DSRC market after 10 years of involvement represents our overall goal of bringing the benefits of Wi-Fi innovation into emerging applications," states Praveen Singh, Arada Systems' President and CEO. "We believe our portfolio of products, from outdoor after-market adaptors to the world's only SD card with DSRC built-in, will open up new markets worldwide and foster innovation at an unprecedented level."

Arada applies its deep wireless systems knowledge to deliver integrated, feature-rich solutions at very attractive price points. Having already been selected for various government and commercial trials worldwide, Arada is now making its solutions available to other partners. During the ITS World Congress, members of the Arada team will be available in booth D-48. Additionally, Mr. Singh is moderating session TP003, "Traffic Management: Smoothing Use of Expressways," on Tuesday, October 26, 2010 from 14:00 to 15:30.

For more information, contact sales@aradasystems.com or visit www.aradasystems.com.

<http://www.marketwire.com/press-release/Arada-Launches-Complete-80211p-Telematics-System-With-First-DSRC-SD-Card-Operating-59GHz-1340305.htm>