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For Immediate Release

As Cellular Carriers Cap Unlimited Data Plans, Proxicast Introduces Cell-Sentry Cost Control and Bandwidth Management Capabilities for its 3G Cellular Routers

Pittsburgh, PA. (April 2, 2008) – Proxicast (www.proxicast.com)

Many 3G (third generation – EVDO / HSDPA / HSUPA / UMTS) cellular carriers have begun to enforce limits on their previously “unlimited” fixed-price cellular data plans. Some wireless carriers now only offer cellular data plans with a maximum data allotment of 5 GB or less per month. These new pricing plans are having a chilling effect on businesses that were planning or have already deployed cellular data applications. They fear receiving out-of-control cellular bills with exorbitant overage charges because they have no easy way to monitor cellular usage or reign in users and applications.

For example, downloading large files using a high-speed 3G cellular data service such as EVDO RevA, HSDPA or HSUPA can easily consume 300+ MB per hour – exhausting an entire monthly 5 GB allotment in just 16 hours. With some carriers charging 50 cents per megabyte over the cap, each extra gigabyte used could cost the user an additional \$500.00.

Cell-Sentry™ is Proxicast’s exclusive new LAN-Cell 2 firmware feature developed in response to this change in cellular data plan pricing and based on feedback existing LAN-Cell cellular router customers. Cell-Sentry is a watchdog application built into the LAN-Cell 2 3G router that monitors cellular usage and alerts administrators via E-mail when a user-defined threshold is reached. It can even block additional cellular usage via hard “not to exceed” limits to avoid overage charges. Cell-Sentry can monitor data or time usage to match the carrier’s billing policies.

Cell-Sentry’s usage budget is linked to the 3G modem card; modem cards can be swapped in and out while maintaining the budget’s integrity. The budget data is also preserved across system restarts and power cycles. And the budget can be auto reset on a user-specified schedule to coincide with the carrier’s billing cycle.

Even if the user does not anticipate going over their plan’s monthly allotment, the unique Cell-Sentry feature can protect against “run-away” applications that might utilize excessive amounts of bandwidth or from unplanned users connecting to the device and transferring large amounts of data.

Proxicast’s LAN-Cell 2 cellular routers also include several other features that help control cellular data costs.

- **Bandwidth Management** – The flow of data to the 3G cellular modem can be “throttled”, restricting the maximum speed to less than the available capacity from the carrier. For example, many video surveillance applications may only require 100-300 Kbps, but the user has no easy way to slow down the camera’s data rate. With bandwidth management, the user can adjust the maximum outbound data rate to stay under their plan’s limits.
- **Dial-On-Demand** – The ability to make instantaneous 3G connections only when outbound packets need to be routed to the Internet and automatically drop the connection when it is idle.

- Firewall Rules – Using stateful packet inspection technology, administrators can block bandwidth hogging applications such as audio streaming or video conferencing.
- Keep-Alive Timers – The amount of data used to maintain a cellular connection can be adjusted and the LAN-Cell can restart at specific times and stay connected only for a fixed duration.
- Security Features – Unauthorized users can be prevented from accessing the Internet. Unsolicited traffic from hackers can be reduced via anti-probing features and secure user-definable management interfaces.

These data management tools can result in significant savings for users who need to transfer a fixed amount of data on a regular basis by allowing them to confidently take advantage of cellular carriers' less expensive metered data (telemetry) plans. These plans often start as low as \$5.00 per month compared to \$60.00 to \$80.00 for typical multi-gigabyte plans.

Proxicast has prepared an in-depth Tech Note on how to use Cell-Sentry and other LAN-Cell 2 features to manage cellular data costs. The Tech Note is available for download from:

<http://www.proxicast.com/CellularCosts>

The LAN-Cell 2 3G cellular router is an upgradable third generation (3G) high-speed secure cellular router. The LAN-Cell 2 is a rugged commercial-grade cellular router with enterprise-class routing, security and VPN features that allows multiple PC's, laptops, webcams, controllers, PLCs, ATMs, VoIP phones and other Ethernet-based devices to simultaneously share a single cellular data account for primary or backup connectivity. Every LAN-Cell 2 includes 4 LAN, 1 WAN and 1 Serial ports along with an integrated 802.11 a/b/g Wi-Fi access point, full VPN end-point capabilities, military-grade encryption and X.509 PKI certificate support.

The LAN-Cell 2 3G router uses open upgradable PC-Card modem (PCMCIA) architecture and supports all major worldwide cellular (wireless) carriers and standards including (CDMA) EVDO Rev A, EVDO Rev 0, 1xRTT (1x) and (GSM) HSPA, HSDPA, UMTS, WCDMA, EDGE and GPRS.

Typical LAN-Cell applications include:

- Sales & Service Fleets
- Commercial Transportation
- Cars, Buses, Limos & RVs
- Delivery & Courier Vehicles
- Boats & Marine Vessels
- Mobile & Stationary WiFi Hotspots
- Police, Fire & Emergency Vehicles
- Mobile Security & Surveillance
- Military & Defense Applications
- Remote Monitoring, Telemetry, SCADA & AMR
- Remote Control of PLCs and Industrial Controls
- Video Surveillance & Security Applications
- Vending, Point-of-Sale (POS) & ATM Machines
- Backup for Wired Internet and Alarm Connections
- Traffic Monitoring & Signal Control
- Digital Signage, Electronic Billboards & Signs
- Homeland Security & Disaster Recovery

The LAN-Cell 2 3G cellular router is available for immediate delivery worldwide directly from Proxicast and through select resellers. For more information visit:

<http://www.proxicast.com/products/lc2features.htm>

About Proxicast

Proxicast designs and manufactures innovative, commercial-grade, secure wireless communications equipment that enables customers to increase productivity, enhance security, improve operational efficiency and reduce on-going communication costs. Proxicast focuses on wireless equipment for use with all major worldwide cellular standards including (CDMA) EV-DO Rev-A, EV-DO Rev-0, 1xRTT (1x) and (GSM) HSPA, HSDPA, UMTS, W-CDMA, EDGE and GPRS. In 2003, Proxicast introduced the revolutionary and award winning, LAN-Cell™ Mobile Gateway, the original cellular router, which is in use at thousands of mobile and stationary application sites around the world. Proxicast is based north of Pittsburgh, Pennsylvania and is a privately-held corporation founded in 2000.

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Press photos are available at: <http://www.proxicast.com/press/PR-Photos-LAN-Cell-2.htm>

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