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## FW Introduces Crossroads(TM), an Internet of Things Application Framework

### Crossroads to Enhance How IoT Manages Wireless Data From Multiple IoT Vendors

EUGENE, Ore., June 15, 2015 (GLOBE NEWSWIRE) -- [Feeney Wireless](#), LLC. (FW) a subsidiary of [Novatel Wireless, Inc.](#) (Nasdaq:MIFI), a leader in solutions that simplify the Internet of Things (IoT), today announced the launch of Crossroads, an adaptable, secure, end-to-end IoT Application Framework designed to monitor, analyze and report the intersection of machine data and human action in the Internet of Things. Introduced earlier this year by FW as part of the company's ProPremium Support offering, Crossroads already has been adopted by over 400 customers across private transport, utility, and federal government sectors.

With proprietary protocols and backend systems common across the Internet of Things, organizations that adopt IoT technology struggle with managing network assets and visualizing data generated by the network.

Problems with fragmentation will continue to grow as the market expands. Companies attempt to solve the fragmentation on their own, often investing large amounts of time and money to gain insight into their network, only to be left behind by technology's steady march forward.



GE estimates that convergence of machines, data and analytics will become a \$200 billion global industry over the next three years.

Crossroads plays an instrumental role in simplifying the fragmentation organizations experience in the IoT environment. With an advanced data aggregation engine, Crossroads is a flexible and scalable platform, consolidating data sources through API level integration, pulling real-time data from the Internet of Things. It helps to accelerate IoT platform development, find new trends, and make big data analysis more efficient.

"Since day one, our goal with Crossroads has been to maximize our customer's IoT experience by presenting only information relevant to a user; regardless of hardware, carrier or market vertical," said Ethan Ralston, CEO at FW.

Crossroads is a browser-based application, similar in concept to a smart phone operating system, supporting an ecosystem of IoT specific applications called widgets. Every widget is purpose built, designed to visualize the information that matters most, supporting decisions as you wade through a diverse set of data points.

With the ability to rapidly develop new widgets, and a suite of them readily available out of the box, for device management, Crossroads scales to fit any organization's needs.

"The team at FW develops best of breed solutions for enterprises," said Alex Mashinsky, CEO of Novatel Wireless. "The release of Crossroads only validates our M&A strategy to add the best of the best to our solutions portfolio."

#### About FW

Founded in 1999, [Feeney Wireless](#), LLC. (FW) a subsidiary of [Novatel Wireless, Inc.](#) (Nasdaq:MiFi) is an IoT products, systems integration and services company that specializes in fixed and mobile cellular-based wireless IoT solutions with a focus on product innovation, speed to market, and rapid commercialization of new connected devices. FW has a strong base of enterprise and government customers and a proven carrier SaaS-based management platform that enables 250,000 subscribers to realize the benefits of the Internet of Things.

For more information, visit [www.feeneywireless.com](http://www.feeneywireless.com).

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