

**Opening the Aviation Industry to Real-Time Tracking of Cargo  
is just the Beginning for OnAsset Intelligence, Inc.**

**Business Services  
Freight Monitoring**

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**Adam Crossno  
CEO**

**BIO:**

During his career, Adam has filled many roles ranging from Engineering Technician to Vice President & General Manager on his path to executive leadership. Building upon his extensive experience with factory automation, Adam founded OnAsset Intelligence, Inc. specifically to bridge the connectivity gap between intelligent machines and assets by leveraging the latest in wireless technology – he was thinking M2M (machine to machine) before it was an acronym. His work covers a broad range of wireless applications from passive RFID to fully autonomous industrial and mili-

tary telemetry systems. While gaining experience through implementing solutions in a variety of industry verticals including express logistics, multimodal freight transportation, pharmaceutical cold chain, oilfield and military/government sectors, Adam continued to broaden his skill set while being heavily exposed to the customer facing sales and relationship building process. Adam's skill set combines deep technical knowledge and a thorough understanding of business processes including design and development, purchasing, production planning, manufacturing, strategic decision making and sales execution. Adam is uniquely poised to lead OnAsset into the next phase of commercial success. Although still continuing to develop new product ideas and maintain thought leadership in the industry, Adam is primarily focused on execution of the overall company vision and go-to-market strategy. On December 1, 2009, Adam was recognized by DHL with the Global Technology Award for the FlightSafe technology he developed. In this global recognition, DHL said it selected Adam & FlightSafe because "Adam T. Crossno is a dedicated expert, whose work exemplifies creativity and innovation. His product, FlightSafe, is a novel, unique and patented product. His company, OnAsset Intelligence, Inc., a young, rising company from Texas, is looking to launch their excellent product FlightSafe. There is no technology to date which guarantees a complete surveillance of cargo as it is transported. Legal restrictions bar the use of RFID technologies on airplanes. By developing FlightSafe, Adam T. Crossno essentially provided the missing link in process surveillance of transport channels and paths

the way towards a transparent supply chain. The following reasons persuaded the jury that Mr. Crossno ought to be recognized as the most innovate junior scientist: FlightSafe can constitute a radical innovation in real-time-tracking; FlightSafe is the first tracking device that can be taken on planes. This leads to transparent supply chains by allowing for virtually real-time tracking; FlightSafe boasts technical innovation, such as saving data about the cargo's conditions (e.g. temperature) during the flight, and releasing it immediately after landing".

**About OnAsset Intelligence, Inc:**

OnAsset Intelligence, Inc is a leading service provider of remote monitoring and freight intelligence solutions. With a rich history in design and engineering services, OnAsset has created the leading service portfolio with rapid customization features for unique applications that enable freight protection, chain of custody, and security. OnAsset Intelligence Inc. is a leading provider of wireless devices and software solutions focused on helping customers wirelessly locate, track, connect, and manage fixed and mobile assets in real-time. The company's M2M products and services include SENTRY™ wireless hardware with its flagship product line FlightSafe™ for air cargo tracking and ContainerSafe™ for shipping container security, its web-based Vision Platform™ and global wireless connectivity services. The company is headquartered in Irving, Texas. For additional information on OnAsset's SENTRY, FlightSafe, ContainerSafe, and Vision products, please visit <http://www.onasset.com/>.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Crossno, what is the focus at OnAsset, [www.onasset.com](http://www.onasset.com), today?

**Mr. Crossno:** We provide global asset tracking and management services through our sensor-based, GPS tracking devices and the Vision management platform. Customers embed or hide small tracking devices in cargo or attach them to high value assets. These devices wirelessly communicate from anywhere on the globe providing important information about cargo conditions. The Vision platform takes this data and applies it to various business rules set by customers to better understand where assets are going, ensure assets are in the same condition they ship, and apply new ways of analyzing data transmitting in near real-time from the supply chain.

**CEOCFO:** You work globally. Are you tracking assets that are necessarily going globally or is it that you have customers worldwide – or both?

**Mr. Crossno:** Both, we do business in sixty-two different countries today and most all of our customers have a global shipping footprint.

**CEOCFO:** Does it matter what you are tracking? Does it make a difference?

**Mr. Crossno:** Not particularly, although, the majority of our applications are deployed for tracking high value assets; which means that they have high intrinsic value in and of themselves or are “mission critical” shipments that need to get from one place to another very quickly. Our solutions are monitoring a variety of different commodity types from high value electronics on one side of the spectrum to invaluable assets like organs for transplants and biological samples of fluids. For OnAsset, high value is in the eye of the beholder.

**CEOCFO:** Are the items tracked in the same manner, regardless of what

they are? What is involved with tracking?

**Mr. Crossno:** Technically, you have a small wireless device that gets imbedded into or attached to the parcel or cargo, which allows you to track its GPS location. In addition, there are a variety of imbedded sensors on the device also such as temperature, humidity, pressure, light intrusion, shock, vibration and motion. With this environmental sensing data, customers can understand what is happening to the asset at any point in time, not just where it is. The data is used to infer chain of custody and look at all of the health conditions of the package in transit. If something goes wrong, immediate “real time” alerts go to designated email addresses and phone numbers.

**CEOCFO:** Are there any circumstances that you are not able to track?

**Mr. Crossno:** There are certain areas

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**- Adam Crossno**

in the supply chain where it poses a unique problem like tracking packages that are shipped via air cargo. From a historical point of view, GPS asset tracking has been designed for ground or ocean transportation because the FAA regulations do not permit cellular devices to transmit on an aircraft. To overcome this, OnAsset designed and patented a feature called FlightSafe. A FlightSafe device is able to sense when it is loaded onto an aircraft. It then suppresses the transmitting radio to fly in an FAA compliant mode. In other words, it automatically enters “airplane mode.” Although, not transmitting, the sensor conditions are still recorded throughout the flight. All of the handling and environmental conditions that occur while in transit are recorded on the device memory and after landing, the radio is activated so that all of the data is transmitted as soon as possible from the airport.

**CEOCFO:** Are there certain types of products or industries that do not utilize tracking that really should be? How do you reach those potential customers?

**Mr. Crossno:** Certainly, there are endless amounts of product shipped in the supply chain by Third Party Logistics Providers, Couriers, Express Delivery, Standard Ground, Intermodal, and the shippers themselves who do not currently use real time tracking technology. The most ubiquitous technology to date is the passive tracking systems that people are accustomed to from companies like UPS, FEDEX or DHL. Here, they scan the package every time it enters a facility or when it is placed on delivery vehicles. The service that we render is true real time tracking; literally down to the minute in specific locations at all times. The majority of the industry is still using legacy, passive technology, but the trend toward near

real-time tracking is steadily growing. Where initially our service was limited to high value items, now we are seeing devices placed in everyday use items as well. In terms of the way we reach the marketplace, the majority of our business today is based upon referrals

from existing customers. Partnering with major commercial airlines has helped increase the awareness of our products significantly. To date, we have not implemented a great deal of marketing and promotional awareness, but have plans ready to go in 2013 for a strong campaign.

**CEOCFO:** Do you typically work with a company project by project or do you work on a contractual basis for a certain time period? What is your model?

**Mr. Crossno:** Our basic service is similar to a cell phone business model where our customers purchase the hardware and sign up for a multi-year service contract. For specialized development to white-label products or the software platform, we maintain a professional services staff on site that performs custom work on a project-by-project basis. Many of our customers incorporate tracking technology as

a value-add to compliment services they already offer. So, presenting their brand to a key customer base is important. Other examples of professional services projects include data integration with the third-party applications and custom develop of specialized hardware for specific asset types.

**CEO CFO:** What is one of the more unusual items that you have tracked or maybe one of the more unusual journeys that an item has gone through?

**Mr. Crossno:** Some of the more high value shipments have been hazardous materials, raw chemicals, and also human tissue samples. Recently we tracked a \$10 Million piece of artwork and our customer was able to use the data collected to pin point the exact time of rough handling that caused damage when it was at the airport. Another interesting shipment was an animal freight forwarder from Sydney, Australia who was shipping a dog to its new owner in Atlanta, GA. The device was placed in the animal's crate securely and we monitored the location and dwell time at each airport. The dog had traveled from Sydney, to LAX, to Atlanta in a weekend and arrived safe and sound. Often, there is a human life that can be emotionally or physically affected if the shipment does not arrive in good condition, whether it's medicine, research, or a family pet. In those situations, tracking provides the ultimate peace of mind for the shipper, the freight forwarder, and the receiver.

**CEO CFO:** Is there much support that you need to provide to your customers or is it pretty seamless?

**Mr. Crossno:** It really is somewhat self-managing after the initial set up period. At the beginning, we engage with customers to understand their supply chain and their processes, so that we can configure our system to

help automate their workflow as much as possible. For customers who need additional hands-on support, we offer a "white-glove" service to help them manage the logistics of their new tracking operation.

**CEO CFO:** Do you see that "white glove service" as a growing part of the business or is it just there if someone should want it?

**Mr. Crossno:** I actually see it more as something that is segmented based upon the buying decision, or the reason customers start using the technology. The portion of the customer base that has a security focus might be shipping goods that are highly theft prone or are shipping through areas where they have had known cargo crime or are otherwise concerned about security of the shipment; those types of customers typically prefer monitoring services included where they have someone "looking over their shoulder", so to speak, and then helping them manage the real time nature of the information. The customers that are more concerned with general supply chain visibility and health of shipments in transit, tend to let the system automate the processes for them more. It is really based on the business needs of the customer.

**CEO CFO:** You said that you will be doing more advertising in the upcoming year; why is this the time to promote the company?

**Mr. Crossno:** We have really established a very solid base of "top tier" customers. We are doing some really exciting things. We have had our product used in absolutely every mode of travel that you can imagine, with every type of shipment that you can imagine. We have effectively done all of the hard work of proving the technology, proving the applicability in all of the various use cases and establishing a book of business with customers that are very happy and

willing to tell the world about what we are doing for them. We have spent most of our time at the outset with our heads low, really concentrating on making sure that our products exceed our customer's expectations. Now that we have achieved success and confidence with our solution and our partners, the company is ready for promotion throughout the world.

**CEO CFO:** Will OnAsset Intelligence be looking for funding to continue your growth plans?

**Mr. Crossno:** We did our first round of external funding last year. We have some fairly aggressive growth plans. Capital infusion is always a part of that, but we are not out in the marketplace generally looking for investment capital.

**CEO CFO:** Why should investors and people in the business community be paying attention to OnAsset Intelligence today?

**Mr. Crossno:** We are an innovative company in the marketplace. We are offering services that provide a level of granular information that the transportation industry has not experience before. Our SENTRY FlightSafe device is the first device to be approved by any commercial airline and the FAA for carriage on an aircraft. We are the recognized leader in airborne asset tracking. The company has a total of seven awarded patents pertaining to "smart" technology, seventeen pending, and three in process. Opening the aviation industry to real-time tracking of cargo is just the beginning for OnAsset. We are planning for several major announcements next year already. It is exciting times for our company and we plan to keep the pace on our innovations running strong.



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