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Ember Strengthens Sales Channels in Europe for its ZigBee Technology

Texim Europe and Ismosys to spearhead EMEA push

CAMBRIDGE, UK and BOSTON, MA, Feb. 2, 2010 - Ember, a leading provider of low-power, wireless mesh networking technology, today announced the appointment of Texim Europe and Ismosys as channel partners for its ZigBee networking systems. Ember's ZigBee networking systems – chips, software and tools – simplify the complexity of integrating embedded software, networking and RF for developing low-power, wireless products in Smart Energy, connected home and other remote monitoring and control applications.

According to Bert Lutje Berenbroek, Ember's vice president of sales for EMEA, Ember is poised for significant growth in Europe fueled in part by smart grid regulations and climate change initiatives which are going to change the way utility companies and their customers manage energy and water consumption in residential and commercial buildings. "The appointment of Texim Europe and Ismosys reflects a strategic realignment of Ember's sales channels to meet customer needs and to efficiently and effectively cover the entire process from customer acquisition to fulfillment and technical support," Berenbroek said.

Ismosys (http://www.ismosys.com/ismosys_emea/) is the principal trading division of the Spectrum Electronics Group, a Pan-European organization founded in the UK in 1994 to provide sales, marketing and operations support to Tier-1 customers and associated design, manufacturing and software partners. Ismosys has offices throughout Europe including UK, Benelux, Central Europe, France, Spain, Italy and Scandinavia as well as in Israel and Turkey. Ismosys will focus on demand creation for Ember products in EMEA.

Commenting on the appointment, Ismosys Managing Director Nigel Watts acknowledged Ember's leadership in ZigBee networking systems by saying, "Ember provides the ideal low-power wireless solution for customers implementing wireless monitoring and control in Smart Energy and home automation products." In addition Watts asserted, "acclaimed technological leadership has established Ember as the most deployed ZigBee platform globally. My team is

looking forward to working with Texim Europe to propagate Ember's unique technology and extend its service levels to a rapidly expanding EMEA customer base."

Texim Europe (<http://www.texim-europe.com/>) provides the latest technology component and module solutions for electronic applications, combining technical expertise with excellent local relationships and a world-class logistics facility. It is headquartered in Haaksbergen, The Netherlands, with sales offices in Belgium, Germany, Denmark, UK and Austria. In addition to demand creation in its main territories, Texim Europe will be responsible for demand fulfillment and technical support of Ember customers in EMEA.

"We are excited to be appointed an Ember distributor for Europe," said Arnoud Koens, CEO of Texim Europe. "Ember is the undisputed ZigBee leader with a strong European presence and portfolio of best-in-class products backed by a commitment to world-class customer support."

"Ember wanted channel partners with solid technology experience and knowledge of the vertical markets we focus on," concluded Berenbroek. "In Texim Europe and Ismosys, we have proven organizations well known for their technical expertise, continent-wide footprint, local knowledge and strong customer relationships."

ZigBee: Control your world

ZigBee is the global wireless language connecting dramatically different devices to work together and enhance everyday life. The ZigBee Alliance is a non-profit association of more than 300 member companies driving development of ZigBee wireless technology. The Alliance promotes world-wide adoption of ZigBee as the leading wirelessly networked, sensing and control standard for use in consumer electronics, energy, health care, home, commercial and industrial areas. For more information, visit: www.zigbee.org.

About Ember

Ember Corporation (www.ember.com) develops wireless mesh networking technology – chips, software, tools - for Smart Energy, connected homes, as well as many other monitoring and control applications enabling greener living and work environments. The Boston-based company is a promoter of the ZigBee Alliance with an IC design center in Cambridge, England, office in Hong Kong and sales channels worldwide.