



SenseIQ Announces Support For Microsoft BizTalk RFID

Complementary RFID Asset Tracking and Visibility Platforms Offers Breakthrough Global View of Enterprise Assets

Sunnyvale, CA (PRWEB) September 11, 2007 -- SenseIQ Inc. (www.senseiq.com), a developer of enterprise-class location-aware asset tracking visibility applications that enable more intelligent business decisions, today announced support for Microsoft BizTalk RFID in the Web-based version of its InSight Application Suite, which enables a true global picture of assets to be accessed anywhere across a business enterprise. This "zero-client" version of InSight offers a "global-map to operations-floor" view of assets while, more importantly, enabling a host of location-driven asset tracking, data management, business process and controls-based asset visibility solutions.

The SenseIQ InSight Application suite, which supports multiple RFID and wireless data collection and location technologies operating within Microsoft BizTalk RFID, offers an easy-to-use yet powerful set of out-of-the-box asset tracking and monitoring solution with a comprehensive set of asset visibility tools. These tools include software applications such as the InSight Asset Locator, Insight Asset Search Engine, InSight Asset Lifecycle Manager, InSight Business Rules Engine, InSight Reporting Engine, and the InSight Web Services Integration Interface. The tools seamlessly interoperate, to provide a ready to deploy asset tracking solution. The user friendly interface requires no end user training.

"SenseIQ's strategic alliance with Microsoft will empower customers an out-of-the-box asset visibility solution. Our InSight Platform is designed from the ground up to complement Microsoft's BizTalk RFID to help customers and their system integrators support business process applications that dramatically increase their return of RFID investments," said Jatin Maniar, President and CEO of SenseIQ.

SenseIQ's InSight supports all major international languages and has been implemented in Chinese, Japanese and other European languages. The web-based system is easy to use, manage and deploy in-premise or as a hosted managed service model to provide software as a service. The company works closely with its ecosystem of channel partners including vertical solution providers, SI and VARs to provide turnkey solutions to customers.

"SenseIQ Insight Asset Visibility application suite complements Microsoft's BizTalk RFID ecosystem," said Steven Martin, Director of the Connected Systems Division at Microsoft Corp. "By offering customers a complete end-to-end RFID platform, this combined solution brings down the deployment cost and reduces total cost of ownership for RFID deployments."

For more information on pricing, availability and special promotions of the SenseIQ InSight Application for Microsoft BizTalk Server contact [BizTalkPromo@senseiq.com](mailto: BizTalkPromo@senseiq.com) or call us at +1-650-996-1353.

About SenseIQ, Inc.

SenseIQ's location-intelligent asset visibility solutions empower agile business decisions by leveraging multiple RFID Radio Frequency Identification (RFID), wireless location technologies and auto-id middleware systems. The company's Insight software platform bridges an enterprise's information and physical systems, optimizing the value of critical assets in real-time. Insight's "global-map to operations-floor" view of assets, accessed anywhere across the enterprise, drives operational efficiencies and staff productivity. It enables a host of RFID, sensor, and location-driven asset tracking, data management, business process and controls-based asset visibility solutions. For more information, please visit the website at: <http://www.senseiq.com>

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