

FOR IMMEDIATE RELEASE:

Contact: Baird Lobree
(786) 236-6249 blobree@ardenx.com

ArdenX LLC and MEMSIC Inc. will demonstrate best practices of rapid, mobile and re-useable deployment of agricultural monitoring solutions at the Sunbelt AG Expo in Moultrie, Georgia October 16-18, 2012. Precision agriculture, microclimate study, crop, integrated pest management, conservation of natural resources, water quality, smart water grids, groundwater contamination and air pollution monitoring will be demonstrated.

The MEMSIC eKo Pro Series wireless agricultural and environmental sensing system introduces a new generation of sensor integration and wireless technology. MEMSIC captures your critical real-time microclimate data to secure websites, where you can view charts, set custom alerts and triggers, generate reports, receive alerts to your computer or cellular phone allowing fast reaction to any situation. MEMSIC’s revolutionary solar-powered system has miniaturized and expanded the idea of outdoor wireless monitoring, enabling users to take nature’s pulse to gain competitive advantage in a resource constrained world.

ArdenX’s fast, mobile deployment enables you to re-configure and adapt when needed. ArdenX can easily re-deploy and be re-used as conditions or alternative locations require change. Managing your row or tree crops, vineyards or livestock environment has never been so easy, efficient and secure.

About ArdenX LLC

ArdenX is a new U.S. Patented fenceline and freestand deployment solution for a variety of environmental monitoring and security technologies. Learn about ArdenX at www.ardenx.com

About MEMSIC Inc.

MEMSIC Inc. (Nasdaq: MEMS), headquartered in Andover, Massachusetts, is a leading provider of MEMS sensor components, sophisticated inertial systems and leading-edge wireless sensor networks for diverse world applications ranging from agriculture, automotive, consumer, industrial and aerospace. Learn about MEMSIC at www.memsic.com

ArdenX LLC
2811 SW 3rd Avenue
Miami, Florida 33129-2316
Tel: +1 786 236 6249
Fax: +1 305 393 8263
info@ardenx.com
www.ardenx.com

MEMSIC Inc.
1759 McCarthy Blvd.
Milpitas, CA 95035
Tel: +1 408 964 9700
Fax: +1 408 854 7702
info@memsic.com
www.memsic.com





MEMSIC eKo Pro Series

The MEMSIC eKo Pro Series is an outdoor wireless sensing system for environmental monitoring. The eKo Pro's functions provide for precision agriculture, microclimate studies, crop monitoring, conservation, water quality, smart water grids, groundwater contamination, use of natural resources and air pollution.

The MEMSIC eKo Pro Series wireless agricultural and environmental sensing system introduces a new generation of sensor integration and wireless technology. MEMSIC captures your critical real-time microclimate data to secure websites, where you can view charts, set custom alerts and triggers, generate reports, receive alerts to your computer or cellular phone allowing fast reaction to any situation. MEMSIC's revolutionary solar-powered system has miniaturized and expanded the idea of outdoor wireless monitoring, enabling users to take nature's pulse to gain competitive advantage in a resource constrained world.

Key Benefits Include:

- Gain real-time insight into growing conditions
- Monitor variability among microclimates
- Optimize watering for deficit irrigation
- Evapotranspiration-based irrigation scheduling
- Integrated pest management
- Solar powered node promoting green technology
- Web-based data viewing from anywhere, anytime
- Customizable alarm settings and alerts
- Effortless setup and scalability
- No monthly cellular or satellite fees
- Reliable wireless mesh communications
- Vast portfolio of integrated sensor devices
- Environmental Sensor Bus (ESB) for plug-and-play sensor capability

The eKo system can be easily enhanced with a range of sensors such as soil moisture, ambient temperature & humidity, leaf wetness, soil water content, solar radiation and weather station. The eKo solution provides users with an easy to deploy wireless monitoring system to efficiently gather data relating to the local environment from multiple locations. The eKo solution is available in pre-defined kit configuration and/or as individual components to meet your specific requirements.

