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PANASONIC ANNOUNCES SNAP[®] AVAILABILITY ON LONG RANGE WIRELESS RF MODULE LINE

Panasonic's New PAN4561 and PAN4566 Offered with SNAP Network Firmware

Huntsville, Alabama (March 31, 2009) –Synapse[®], the technical leader of intelligent, auto-forming, wireless control and monitoring mesh networks, today announced that it has entered into a strategic relationship with Panasonic to collaborate on IEEE802.15.4 wireless mesh network technology development.

The agreement between Synapse and Panasonic will result in a uniform, mesh network software platform and complete application development environment. Applications based on Synapse's SNAP are processor independent and can advance as new processors are introduced without having to be rewritten; Panasonic's customer application investments will be preserved.

As part of the relationship, Panasonic will offer:

- SNAP[®], Synapse's wireless mesh network protocol, on Panasonic's PAN4555 wireless RF module and their newly announced PAN4561 and PAN4566 long-range, wireless RF modules,
- Portal[®], Synapse's wireless application development environment,
- Synapse's SNAPconnect for connecting the Internet to a SNAP network, and
- Synapse's engineering, design and customization services.

"We are very excited about our collaboration with Synapse as we believe SNAP is the best software standard for Personal Area Networks," said Richard Trueman, Senior Product Manager, Panasonic Industrial Company. "The recent introduction of our PAN4561 and PAN4566 RF Modules truly underscored Panasonic's industry leadership by offering cutting edge, best-in-class RF module solutions. Combined with Synapse's SNAP technology, we have now broadened the horizons even further for a wide variety of industries looking to create wireless solutions in their respective markets."

"The Synapse advantage of easy application development, now hosted on Panasonic's new RF Modules, means companies can rapidly and affordably complete their product designs using SNAP and avoid the cost, risk and length of time for network development," added Wade Patterson, CEO of Synapse. "In today's critical business climate, companies can realize faster time to market and real productivity gains as they focus on their applications instead of the network."

SNAP networks are self-forming, which means that the network establishes itself - when a new SNAP node is powered up, it is automatically integrated into the network. These networks are

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also self-healing - if a node catastrophically fails for any reason, other nodes automatically route signals around the failed node.

Unlike conventional mesh networks, SNAP nodes can communicate directly with each other with no need for special router nodes. There is no central point of failure; and routes between SNAP nodes do not have to be pre-configured by the user.

Synapse's Portal is a software environment that runs on a Windows or Linux PC; it can be used to develop applications and deploy them "over-the-air" to SNAP Nodes. Portal configures and manages the network as required, and provides additional functions such as data logging, event monitoring, and debugging. Applications can be developed and/or modified in Portal using a high-level English-type language. No embedded programming experience is required.

Hosted either locally or across the Internet, Synapse's SNAPconnect provides a seamless interface between devices on a wireless SNAP network and client applications (using standard XML-RPC protocol over HTTP). Interaction between applications and the SNAP network is simple, fast and based on well-known standards and popular programming languages.

Panasonic's extended range PAN4561 and ultra-long range PAN4566 RF Modules offer one of the best ranges for their respective classes for extended range applications. Both are powerful, highly flexible, efficient solutions for a variety of wireless applications. The SNAP network running on Panasonic's RF modules is used to monitor and control real world situations and includes such applications as the energy infrastructure, homeland security systems, commercial irrigation systems, wastewater management, seismic monitoring, HVAC, Advanced Metering Infrastructure (AMI), medical drug carts, and many more.

Panasonic also recently launched an interactive RF Module website focused on providing design engineers a multi-faceted online resource guide to Panasonic's RF Module products and services. The site (www.panasonic.com/rfmodules) offers design engineers an easy-to-navigate road map to Panasonic's four categories of RF Module wireless solutions.

About Synapse Wireless, Inc.

Synapse Wireless is a privately held company dedicated to developing easy-to-use, intelligent, wireless control and monitoring mesh networks that are low-power, high-performance, self-forming, instant-on, and self-healing. The Synapse SNAP, Portal and SNAPconnect product lines enable energy savings, increased productivity, reduced maintenance costs, and amazing convenience to users. Synapse provides custom design support for OEMs through its *Solutions Now* service. Synapse provides comprehensive design and implementation support for customized wireless applications to help customers implement wireless network solutions quickly and reliably. For more information: www.synapse-wireless.com.

About Panasonic Industrial Company

Based in Secaucus, NJ, Panasonic Industrial Company is the industrial components and electronic devices division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. branding, marketing, sales, service and R & D operations. Information about Panasonic Industrial Company and its products is available at www.panasonic.com/industrial. Panasonic Industrial provides key components that power the home appliances, consumer electronics, computers, communications, commercial and healthcare products used by millions of people each day.