12-12-08

Bluetronix Inc.
Mark Heiferling
President
8401Chagrin Rd.
Chagrin Falls Ohio 44023

Re: HART Opportunity for CEL and Bluetronix (WirelessHART—SWARM Intelligent Routing)

Dear Mark,

Per our past discussions regarding wireless applications, standards, protocols, and opportunities, I still believe that there is a very sizable business opportunity in the industrial wireless market, which is not currently being addressed by many OEMs. WirelessHART, an industrial wireless protocol, is quickly becoming the accepted wireless communication link in industrial applications such as, sensor monitoring, flow controls, predictive maintenance, asset tracking/monitoring, Etc. For a number of application-specific and technical reasons, it is preferred over standards such as Bluetooth, Wi-Fi, and ZigBee. Emerson Electric, one of the largest global industrial control OEMs has not only adopted and supported the protocol, but they are actually the first in the industry to have actual installs. Due to Emerson's sure size and product offering, they are actually driving the market. In a November 2008 Automation & Controls magazine interview, John Berra, Emerson Process President and Business Leader, stated that their wireless sales in the last 12 months have skyrocketed, and they expect 20% of all plant measurements to be made wirelessly. Although Emerson currently has their own wireless solution and offering, there are a number of companies that compete with Emerson, and/or have complementary products that can be sold into the same customer –base that they service.

Companies close to you such as Pepperl-Fuchs, Meriam Instruments, Phoenix Contact, Honeywell, Endress+Hauser, Dwyer, GE, Yokogawa, ABB, Ametek, Schneider, Rockwell, Magnetrol, KROHNE, K-Tek…will all need to provide wireless solutions with the WirelessHART protocol, if they want to have an offering that the market has accepted. However, these companies have very little RF/Wireless knowledge or wireless networking/routing expertise, and therefore in order for them to play in this market, they will need someone that can provide a solution to them in a modular format.   This is where Bluetronix and CEL come in. CEL already has the WirelessHART hardware, as our embedded transceiver modules are currently based on the IEEE 802.15.4 standard, which the WirelessHART standard requires for PHY level compatibility. The missing piece to this is having the Wireless HART firmware/protocol and the SWARM routing.

Therefore, if Bluetronix could develop and port the firmware/protocol to CEL's modules/components, you could then approach the aforementioned customers, and others with the embedded WirelessHART solution (hardware and software) and the SWARM that they need. CEL has customers asking for it, but unfortunately, we have to turn them away, as we do not have the protocol/standard embedded in our transceiver modules currently or your SWARM.   Please strongly consider the prospects of developing such a solution, and let me know if you would like to further discuss it and possibly collaborate.

Please have anyone contact me if they need further specifics or details—my # is listed below.

Regards,

Bruce

Bruce Havemeier

CEL/NEC –Manager

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