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Press Release

FOR IMMEDIATE RELEASE

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Auckland University of Technology and Cognetive Systems Announce Partnership

The Geomatics Research Centre at AUT Selects Cognetive Systems Wireless Sensor Technology for Use in Advancing its Development of Computer Modeling of Climate and Environment

Irvine, CA, May 16th, 2008 – The Geomatics Research Centre at the Auckland University of Technology and Cognetive Systems today (May 16th, 2008) announced their partnership in the Research Centre's Geo-informatics for the Bio-Economy project. Using remote sensing telemetry devices for environmental data gathering, together with a spatial information processing system for data management and also computational neural network methods for self-modifying scenario development, the Bio-Economy project's aim is to improve the reliability of assumptions made concerning the relative weight of variables integral for crop quality improvement and yield increase as they relate to wine production. Cognetive Systems role in this partnership will be to provide wireless sensors and other wireless telemetry devices which will enable remote collection of climate and environmental data from within vineyards in New Zealand, Chile, and Southern California via the Internet.

"The goal of the Bio-Economy project is to provide modeling tools that can be used to improve crop quality and yield," said Professor Philip Sallis, Deputy Vice-Chancellor at Auckland University of Technology, Computer Science Department Chair, and Director of the Bio-Economy project. "In the near term, the results of this research will be used to improve grape crop yield and quality within New Zealand. In the long term, this research will also provide modeling that can be used for other types of crops in countries around the world."

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"We have selected Cognetive Systems as our partner for providing the wireless telemetry technology to be used in this project because of the ease with which many commercially available off the shelf climate and environmental sensors may be adapted for use with Cognetive System's wireless sensor networking technology. By utilizing Cognetive's wireless technology, we are able to replace the wires between deployed sensors and data logging equipment without sacrificing data integrity or reliability." Noted Professor Sallis.

Cognetive Systems will partner with the Geo-Informatics Research Centre to provide wireless sensor nodes and other wireless telemetry devices for the gathering and processing of climate and environment data such as ambient temperature and relative humidity, soil moisture, soil temperature, wind velocity and solar radiation.

"I am excited and eager to proceed with this partnership," said Hank Ortiz, President and Chief Executive Officer of Cognetive Systems. "The research being done by the Geo-Informatics Research Centre at AUT will not only benefit the wine industry, but agriculture as a whole. Precision Agriculture is an application well matched to our wireless sensor technology and the work that we will be doing together with AUT will help strengthen our expertise in this area.

About The Geo-Informatics Research Centre at Auckland University of Technology

The Geo-Informatics Research Centre was established in August of 2007 as a response to a project proposal for a collaborative investigation between researchers in New Zealand, Chile and the United States. The geo-spatial project conceived, now called 'Geo-Informatics for the Bio-Economy', concerns the synthesizing of *precise* climatic and other environmental data with *imprecise* data elicited from human sensory perceptions - opinions. For more information regarding the Geo-Informatics Research Centre and this project, please visit www.geo-informatics.org/.

About Cognetive Systems

Cognetive Systems, Inc. is an innovator of easy to use, low power, low cost wireless data acquisition and wire replacement solutions. For more information regarding Cognetive Systems and its products, please visit www.cognetive-systems.com.

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