Sierra Wireless Sets a New Standard for Automotive-Grade Wireless Modules

VANCOUVER, /CNW/ - Sierra Wireless today introduced the industry's first and only suite of embedded wireless modules designed specifically for automotive manufacturers. The new Sierra Wireless AirPrime™ AR Series intelligent embedded modules are the first wireless modules designed and developed from the ground up to achieve the highest level of compliance with automotive specifications, providing an unmatched level of quality, reliability and performance under harsh operating conditions.

Commercial shipments of the modules are scheduled to begin in mid-2011. Sierra Wireless already has multiple design wins for the AirPrime AR Series with leading automotive manufacturers.

While car manufacturers and OEMs have used wireless modules for many years, the solutions have been based on standard commercial-grade modules adapted for automotive applications. Automotive systems present a uniquely challenging environment for wireless technologies, requiring solutions that can withstand extreme temperatures, thermal shocks, constant vibration, and humidity over many years. The Sierra Wireless AirPrime AR Series provides an unsurpassed automotive-grade solution that encompasses:

* Tolerance for up to 1,000 thermal shock cycles

* Full certification with ISO 9001:2000 quality standards and ISO/TS 16949:2002 manufacturing processes

* Extended operating temperature range from -40 to 85 degrees Celsius

* Compliance with multiple automotive manufacturing and quality processes including AQPQ, PPAP, PCN, and 8D

* Solder-down form factor and optional Embedded SIM to create a more reliable and less expensive solution.

Telematics, infotainment, navigation assistance and remote vehicle diagnostics are expected to become standard features in new cars within the next few years, requiring reliable built-in connections to cellular networks. To date, Sierra Wireless has delivered more than two million wireless modules to auto manufacturers and first-tier suppliers, including the largest automotive companies in the world.

Sierra Wireless provides the industry's only automotive module portfolio that offers truly global coverage. With models supporting the full range of 2G and 3G network technologies and frequency bands used worldwide, customers can design solutions

once and address virtually any regional market. The AirPrime AR Series is also the only automotive-grade solution that offers an open platform for customer application development, including dedicated APIs for telematics applications.

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