AT&T and OnAsset Bring Connectivity to Airplane Cargo

AT&T network

AT&T* Machine-to-Machine (M2M) solutions are going to reach a new high: about 30,000 feet.

The company hasannounced that it is working with OnAsset Intelligence Inc., a leader in freight intelligence, to help airlines and their customers track high-value cargo across the world.

The new service will combine OnAsset's hardware and software with the power of the global AT&T network. In addition to tracking devices, customers will have access to OnAsset's cloud-based VisionTM platform, which gives users insight into the location and condition of cargo while it's in transit. The Vision platform also allows airlines and their clients to schedule shipments, set email and text message alerts, manage routes and more.

OnAsset offers a unique, patented technology called FlightSafe that has been approved by major commercial airlines and complies with Federal Aviation Administration (FAA) regulations. The wireless asset tracking device can sense when it's placed on an aircraft and adjust its settings. All onboard radios automatically stop transmitting and remain off throughout the flight. After the aircraft lands, the SENTRY FlightSafe device automatically turns radios on and tracks cargo through to final destination.

The initial version of the asset tracking solution, using OnAsset's SENTRY 400 FlightSafe device, is now available for AT&T business customers. Later this year, AT&T and OnAsset expect to offer a next-generation device in addition to the SENTRY 400 to give airlines a more compact and cost-effective option. AT&T will be the exclusive wireless provider for these solutions globally.

"Tracking valuable cargo during air travel has always been a challenge because of concerns about radio frequency emissions," said Chris Hill, Senior Vice President, Advanced Business Solutions, AT&T. "Our relationship with OnAsset will enable us to support the same kind of M2M solutions for air freight that our customers rely on for ground and sea shipping."

The AT&T and OnAsset joint asset tracking solution will operate internationally. Through global roaming agreements, AT&T can provide wireless M2M connectivity in nearly 200 countries.
Recently, AT&T has seen increasing demand for M2M solutions. Connected device opportunities with business customers have tripled in the past year, and at the end of 2012, AT&T had 14.3 million connected devices on its network.

“AT&T consistently demonstrates best-in-class performance in the Mobile Asset Tracking software application category,” said Jeanine Sterling, Principal Analyst, Mobile and Wireless, Frost & Sullivan.1 “AT&T has successfully focused on providing its business customers with both breadth and quality when it comes to mobile asset tracking solutions.”

The service with OnAsset will join an award-winning portfolio of mobile asset tracking solutions from AT&T, which includes a variety of fleet management, workforce and asset tracking applications. For more information, visit http://www.business.att.com/enterprise/Family/mobility-services/machine-to-machine/ [1].

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