



CradlePoint To Participate In 2012 RAMP Conference

CradlePoint's Presence to Influence more than 450 Retail, Restaurant and Industry Executives at the 2012 Advanced Commerce Mobile Retail Services Summit

BOISE, Idaho & Chicago, Illinois –April 2, 2012– CradlePoint, a leader in enterprise connectivity, today announced its participation in the 2012 Advanced Commerce & Mobile Retail Services Summit (RAMP). During the conference held in Chicago, April 2-4, CradlePoint will help guide the discussion with both a corporate presence and its hosting of a panel discussion surrounding point of sale (POS) success stories: “How Retailers and Restaurants Are Changing Their Game At the Point of Sale.” Hosted by CradlePoint’s Vice President of Business Development Ken Hosac, the panel will discuss the impact, pervasiveness, and key trends of how retailers and restaurants are using mobile retail services to improve the customer experience and drive business at the point of sale.

CradlePoint will leverage its growing market presence as the industry’s preferred 3G/4G wireless solution provider for the distributed enterprise to help champion the use of wireless. Retailers with multiple locations must support operational and transactional data, as well as support customer-facing applications like kiosks, digital signage, and mobile devices which customers have come to expect as part of the shopping experience. In addition to serving as a wireless primary connection, CradlePoint solutions can also be used to provide a wireless backup connection to a retailer’s existing wired line. In this case, retailers avoid lost revenue and a negative customer experience with the assurance that their mission critical applications, including transactional, will stay online if the primary wired connection is disrupted.

Mr. Hosac and the panel of customers will touch on the following topics:

- Leveraging POS systems to create a more intimate bond with their consumers
- Integrating instant gratification rewards into the POS
- Implementing a highly customized POS and rolling out an advanced remote management system
- Leveraging tablets to create a more engaging customer experience
- Leveraging a scan-based customer identification system to better understand the voice of the customer
- Trials, pitfalls, and success stories of POS back-end integration
- Next steps to implementing a successful wireless strategy within retail

“RAMP prides itself on not only bringing retailers the most cutting edge solutions but also delivering a truly end-to-end perspective which is why we were so thrilled when CradlePoint

agreed to join us as a partner,” said Melissa Morrissey, producer RAMP Summit. “CradlePoint solutions utilize wireless 3G/4G mobile broadband networks to provide retailers constant connectivity to the cloud not only for their critical POS systems but for all of their other cloud-based applications and public WiFi. We look forward to this being the start of a very long partnership.”

A leader in the 3G/4G market, CradlePoint developed its CradlePoint ARC Series specifically to meet the space constraints and connectivity challenges of the retail and distributed enterprise market. CradlePoint’s ARC Series provides instant and reliable 3G/4G primary connections for fixed business locations. CradlePoint’s ARC Series is ideal for distributed enterprises such as branch offices, retail POS locations, restaurants, and small businesses. CradlePoint ARC Series incorporates wired Ethernet and 3G/4G wireless WAN connectivity, as well as and robust Modem Health Monitoring (MHM) to self-monitor and to maximize modem uptime.

“CradlePoint is looking forward to participating at this year’s RAMP Conference,” said Hosac. “RAMP brings together trendsetters from around the country to help define how retail and restaurants will be using the latest technology to achieve operational efficiencies and improved customer experiences. CradlePoint’s ability to deliver a reliable, high-bandwidth network that bridges the convergence of both wired and wireless technology is a compelling solution for every business. CradlePoint’s comprehensive suite of solutions is helping address the growing data needs of its customer and existing infrastructure.”

Today’s announcement builds upon CradlePoint’s recent momentum since the beginning of the year when it announced its 4G LTE Certification by Verizon, its new suite of business continuity solutions, as well as recognition with industry awards and participation at key events, including; Consumer Electronic Show, National Retail Federation Conference and recently as a speaker at the 2012 M2M Evolution Conference.

About CradlePoint

CradlePoint is the global leader in 3G/4G networking solutions providing business-grade, secure connectivity to distributed enterprise, small business and mobile customers. With support for over 350 modems on more than 70 different carriers, CradlePoint defines excellence in connectivity. Specializing in failover, machine-to-machine (M2M), and primary connections, CradlePoint’s solutions are purpose built for PCI compliant networks. CradlePoint is the first to pioneer and fully enable high-speed LTE in our solutions to maximize the potential of the cloud for businesses worldwide. CradlePoint is a privately held company in Boise, Idaho.