



## NEWS

June 28, 2012

# Ubiquiti Networks Introduces mFi: A Revolutionary Machine-to-Machine Communications Platform

SAN JOSE, Calif., June 28, 2012 (GLOBE NEWSWIRE) -- Ubiquiti Networks, Inc. (Nasdaq:UBNT), a next-generation communications technology company announced mFi, a revolutionary machine-to-machine communications technology platform.

"Machine Fidelity" (mFi) is a full-featured platform consisting of a family of hardware devices that combine environment reporting and remote machine control and configuration across a unified IP network with an intuitive, powerful and customizable software experience.

"We believe mFi will significantly accelerate the realization of the popular smart building concept, which traditionally has been too expensive and complex to deploy and too confusing to operate. mFi essentially removes initial deployment costs, provides an intuitive and complete user experience, and enables unlimited application possibilities," said Robert J. Pera, Founder and Chief Executive Officer of Ubiquiti Networks.

### **mFi Availability and Pricing**

The company is currently accepting pre-orders for the mFi product family with shipments anticipated in the September quarter of this year. mPort and mPower hardware devices start at \$39.

### **About Ubiquiti Networks**

Ubiquiti Networks is a next-generation communications technology company that designs and manufactures proprietary technologies. Since 2005, Ubiquiti's products and solutions have bridged the digital divide between emerging and developed markets by fundamentally changing the economics of deploying high performance networking solutions in underserved and underpenetrated markets globally. Our technology platforms AirMax, UniFi, AirVision, AirFiber and mFi, focus on delivering industry-leading performance, compelling price-performing characteristics and an unparalleled user experience. Ubiquiti has reduced high product and network deployment costs and other business model inefficiencies to enable rapid market adoption of their products and solutions in emerging markets.

### **Safe Harbor for Forward Looking Statements**

Certain statements in this press release are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities

Exchange Act of 1934, as amended. Statements other than statements of historical fact including words such as "look", "anticipate", "believe", "estimate", "expect", "consider" and "plan" and statements in the future tense are forward looking statements. The statements in this press release that could be deemed forward-looking statements include statements regarding release of new products and expected performance, growth prospects, market positioning, short and long term opportunities, and any statements or assumptions underlying any of the foregoing.

Given these uncertainties, you should not place undue reliance on these forward-looking statements. Also, forward-looking statements represent our management's beliefs and assumptions only as of the date made. Ubiquiti Networks undertakes no obligation to update information contained in this press release. You should review our SEC filings carefully and with the understanding that our actual future results may be materially different from what we expect.

CONTACT: For more information:

Ben Moore

Vice President, Business Development

Ubiquiti Networks

408.385.1103



Source: Ubiquiti Networks

News Provided by Acquire Media