**FOR IMMEDIATE RELEASE:**

**Spireon Named Finalist for 2014 CTIA MobITs Award**

*Spireon’s FleetLocate Asset & Trailer Intelligence platform recognized by CTIA for excellence in Mobile Enterprise Innovation*

**Irvine, CA, August 21, 2014** — [Spireon](http://www.spireon.com/), the leading innovator of mobile resource management (MRM) and business intelligence solutions, today announced that its FleetLocate Asset & Trailer Intelligence solution was chosen as a finalist in the Mobile Enterprise Innovation category of CTIA’s [MobITs Awards](http://www.supermobilityweek.com/events/index.cfm/ctia-awards#mobits) competition. Winners for the MobIT Awards, which feature the most innovative IT solutions that help companies secure their operations and improve their customers’ experience, will be announced September 10 at Super Mobility Week in Las Vegas.

FleetLocate is a powerful, flexible and scalable Asset and Trailer Management solution, built on Spireon’s NSpire platform and supporting a suite of devices and sensors. NSpire’s ultra-reliable, cloud-based environment allows FleetLocate to keep companies continually connected to their trailers and help them track their assets in real-time. It delivers an unprecedented level of raw data, translated and served up as rich analytics that can be used to make faster, smarter and more profitable business decisions. NSpire supports more than 2 billion data events every year and 1.7 million subscribers.

“Companies are now 24/7/365 entities that require continuous real-time visibility for their fleet and asset management,” says Marc Brungger, Spireon’s CEO. “The FleetLocate Asset & Trailer Management platform is providing a higher level of visibility, rich real-time data, and actionable intelligence to help these companies better manage their assets and trailers, and in turn, better meet their customers’ expectations. We’re pleased to be recognized by CTIA as an innovator in asset tracking.”

The FleetLocate Asset & Trailer Intelligence platform allows companies to:

* **Optimize trailer utilization:** Do more with the trailers they already have
* **Increase trailer pool efficiency:** Make sure the right trailer is in the right place at the right time
* **Change detention behavior:** Motivate customers to unload their trailers first
* **Enhance driver satisfaction:** Get drivers back on the road with a live load quickly
* **Manage trailer maintenance:** Identify and locate equipment in need of maintenance based on actual miles traveled
* **Automate yard checks:** Eliminate time-consuming, error-prone manual counts
* **Improve cargo safety:** Be alerted when a trailer’s doors are opened, cargo is unloaded or the tracking device is removed

Spireon’s family of M2M telematics solutions powered by NSpire includes FleetLocate Asset & Trailer Intelligence for the trucking and transportation industry; FleetLocate Enterprise Fleet Management for companies managing 1,000 plus vehicles, FleetLocate Local Fleet Management for small- and medium-sized businesses; as well as GoldStar GPS and LoanPlus CMS collateral management systems for the automotive finance industry.

MobITs Awards winners will be announced Wednesday, September 10, at 2 p.m. at the MobileCON Thought Leadership Stage 3. Super Mobility Week attendees and online users will also have the opportunity to choose a “Crowd Favorite” by voting for their favorite product in each program. [Online voting is open now](http://ctiait.ctia.org/awards/2014/public/index.cfm) and runs until Monday, September 8, at 5 p.m. ET. Super Mobility Week attendees can still vote via text onsite starting Monday, September 8, until 10 a.m. ET Wednesday, September 10.

[Super Mobility Week](http://www.supermobilityweek.com/) will take place September 9-11, 2014, at the Sands Expo & Convention Center in Las Vegas.

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**About Spireon**

Spireon, Inc., is at the summit of business intelligence and committed to going higher. With its corporate headquarters in Irvine, CA, the company emerged in 2011 as the industry leading Mobile Resource Management (MRM) company as a result of the merger of ProconGPS, Inc. with EnfoTrace and PFS, LLC, the top three providers in the MRM space. Spireon connects companies to their mobile assets and workforce through game changing information platforms, giving them the power to manage actionable business intelligence. Its trusted brands include market share leader GoldStar GPS®, EnfoTrace GPS™, FleetLocate®, VehiclePath™ and LoanPlus CMS™. Inspiring companies to reach new heights with powerful Software-as-a-Service (SaaS) based tools; Spireon provides a sturdy foundation on which to optimize performance.

With leading market positions in the fleet, transportation and automotive telematics markets, Spireon, Inc. specializes in developing strong business relationships with leading companies worldwide, enabling it to offer affordable world-class risk mitigation, mobile resource management and location based services to its customers.

For additional information, please visit Spireon Inc.’s website [http://www.spireon.com](http://www.spireon.com/) and [Twitter.com/Spireon](http://twitter.com/spireon).

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*About CTIA Shows*

*CTIA Shows bring together all industries advanced by wireless technology for intense business, learning and networking. Super Mobility Week (www.supermobilityweek.com) takes place Sept. 9, 10 and 11, 2014 at the Sands Expo and Convention Center in Las Vegas. Twitter: @ctiashows | Facebook: www.ctiashows.com/facebook | LinkedIn: www.ctiashows.com/linkedin*

*About CTIA*

*CTIA-The Wireless Association® (*[*www.ctia.org*](http://www.ctia.org)*) is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry’s voluntary best practices and initiatives, and sponsors the industry’s leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, D.C.*

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