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LiftMaster® Selects Arrayent's Internet-Connect™ Service to Power Its MyQ™ Family of Internet Connected Garage Door Openers

Arrayent Inc.'s cloud-based Internet-Connect Service enables LiftMaster to bring Internet connectivity that is both low cost and easy to install to the garage door market.

Elmhurst, IL – June 8, 2011 LiftMaster, the world's largest manufacturer of professionally installed garage door openers and access systems, announced today that Arrayent, Inc. is its strategic partner to Internet enable its MyQ family of garage door openers that can be monitored and controlled from a PC web browser or smartphone over the Internet. MyQ is LiftMaster's wireless home area network that connects LiftMaster's garage door openers to web and smartphone applications. LiftMaster garage door openers connect to the Internet through LiftMaster's MyQ Gateway that is based on Arrayent's very low cost residential gateway reference design.

70 percent of American homeowners now use the garage door as their primary entranceway into their homes. "It is exactly because the garage door has become the homeowner's front door that we were driven to search out a low cost, highly reliable Internet connect technology that was easy to

install”, said Mark Karasek, Ph.D., executive vice president engineering & chief technology officer. Mr. Karasek also said, “After exhaustive investigation we determined that Arrayent’s technology was the perfect match for meeting our cost and reliability goals for connecting LiftMaster products to the Internet, and at the same time enable an easy installation process.”

“Mark and his team spent several years looking to solve the cost, scalability and installation problems associated with connecting high volume consumer products to the Internet. They know the problem and available solutions very well,” said Shane Dyer, Arrayent’s president. Mr. Dyer went on to say, “because LiftMaster is the market leader in the garage door opener industry, we are extremely gratified that Mark and his team selected Arrayent to be their partner in bringing to market their breakthrough Internet connected product family.”

The Internet Connect Problem

Connecting low-cost embedded systems to the Internet is problematic from both a cost and ease of installation perspective. These problems are rooted in that the Internet was originally invented for mainframe computers and not “things”, i.e. the other devices we use every day. Mainframe computers have an abundance of computation and memory resources. In contrast, most everyday products such as garage door openers, security systems, smart meters, appliances, and thermostats are powered by low cost 8-bit microprocessors. 8-bit processors have the advantage that they are both low cost and since the firmware code is small, the products are very reliable. Product reliability is important because no one wants to reboot their garage door opener once a week. However, 8-bit processors lack the CPU horsepower and memory resources to support full Internet communication protocols like HTTP and XML over TCP/IP. A second challenge is that every home with a broadband connection has a

consumer firewall that prevents internet intruders from wrecking havoc on a homeowner's home area network. In conventional Internet architectures, it is impossible for a trusted smartphone owner to simply connect to a thermostat behind the firewall without imposing the added expense and trouble of purchasing a fixed IP address, adding a virtual private network, VPN, hardware, or adjusting port settings on their router. Enabling both a low-cost hardware and an easy product installation solution is what the Arrayent Internet-Connect Service delivers to LiftMaster customers.

Arrayent's Internet Connect Solution

Arrayent's Internet-Connect Service™ is used by large consumer product companies that seek to Internet connect their products, but do not want to re-invent a home grown system that will be expensive to build and maintain. Arrayent Internet-Connect product architecture moves expensive communication processing tasks out of the consumer's home and places them on Arrayent's Internet-Connect Servers hosted in the Internet cloud. Arrayent's low-cost residential gateway reference design (converts a home area network RF LAN to the Internet protocol) becomes a simple pass through communication device that is less than 25% the cost of conventional gateway designs. Arrayent's Internet-Connect Servers are constructed as communications switch that scale linearly with endpoint volume to support millions of devices at very low operating cost. An Arrayent customer's web application and/or smartphone application, also hosted in the Internet cloud, communicate to and from the product through Arrayent's web services interface. Ease of installation algorithms reside on the Arrayent Internet-Connect Server to ensure a just-works-install for the consumer, reducing the chance for a product return or expensive customer support calls. To ensure high network reliability, Arrayent Internet-Connect Servers reside at geographically redundant co-locations. If a server fails or an entire facility unexpectedly goes off line, Arrayent's low-cost residential gateways connect to backup servers automatically.

ABOUT LIFTMASTER

Throughout the years, LiftMaster, the leader in residential access solutions, has played a vital role in building universal acceptance for garage door openers, now an indispensable home appliance. More importantly, along with help from their network of over 4,000 LiftMaster dealers, they are proud to offer the broadest selection in performance, features, and durability – more so than any other opener brand. For more information on the LiftMaster MyQ product family or to find a dealer near you, please visit www.LiftMaster.com.

ABOUT THE CHAMBERLAIN GROUP

The Chamberlain Group, Inc. manufactures and markets access control products including residential garage door openers, commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products. Its products are sold under the LiftMaster® and Chamberlain® brand names. For more information, please visit www.Chamberlain.com.

More information is available at www.arrayent.com.

Note: The Arrayent name, logo, and Arrayent Internet-Connect are trademarks of Arrayent, Inc.

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