

Wireless Matrix Corporation Purchases MobileAria, Inc.

"Not only does MobileAria fill out our hardware solution set, but this acquisition [enables] Wireless Matrix to serve a much larger target market demanding new solutions that leverage wireless broadband networks."

- **J. Richard Carlson**, President and CEO
of Wireless Matrix



Overview

MobileAria, a 71% owned subsidiary of Delphi Automotive Systems LLC, was a market leader in commercial fleet management solutions. MobileAria and Delphi, as the primary equity holder in MobileAria, hired Pagemill to find a strategic acquirer for the business.

Pagemill Engagement

Pagemill Partners, given its proven process, domain expertise, and relationships with potential buyers, was engaged to provide advice to both Delphi and MobileAria. Well aware of the fact that MobileAria's leading-edge high speed wireless broadband device had already been certified and proven on the Sprint and Verizon networks, the Pagemill team knew that this capability could be of significant strategic value to the right partner.

Pagemill communicated the value of MobileAria's business and technology platform to a number of prospective acquirers, highlighting the fact of MobileAria's strategic relationship with its primary customer, Verizon Communications. Verizon, with more than 10,000 subscribers provided an important foundation and platform in the commercial fleet management market. With competing bids from @Road and Wireless Matrix Corporation, Wireless Matrix emerged as the winner, agreeing to acquire substantially all the assets of MobileAria through a 363 Asset Sale.

Pagemill Delivers Results

The acquisition provides three significant benefits to Wireless Matrix: accelerated entry into the wireless broadband market thanks to MobileAria's hardware technology, a highly capable applications team that is designing new applications leveraging wireless broadband networks, and a strategic relationship with Verizon Communications.