



## **MWAI and Intel Break New Ground at Lyra**

**Scottsdale, AZ. – January 20, 2011** – MWA Intelligence, Inc. (MWAI), a leader in enterprise-class M2M (machine to machine) and M2P (machine to people) solutions and services, together with Intel Corporation, the world leader in silicon innovation, that develops technologies, products and initiatives to continually advance how people work and live, today announced their partnership for the upcoming 2011 Lyra Imaging Symposium.

The Lyra Imaging Symposium will be held January 24-26 at the Rancho Las Palmas Resort and Spa in Rancho Mirage, California. The symposium offers insightful industry information and primary search results, enabling attendees to critically examine how the digital imaging industry will change, and analysis of market trends, enabling the identification of opportunities for growth and expansion.

At the symposium, MWAI and Intel will feature their highly esteemed product, which combines MWAI's device management embedded software and Intel's Intel® Active Management Software (Intel® AMT). This new embedded solution, when added to the MFP/printer, will enable the established system to provide remote access to the MFPs and printers in an end user customer organization, and enables the established system to reinforce the MFP-ERP/people connection by providing more detailed data.

The MFP/printer is now a gateway to access and monitor the other printing assets on the network. This software will provide strong features and capabilities that differentiate OEM "boxes" in the competitive MPS market.

This asset management tool, enhanced with remote servicing capability, will provide IT helpdesks and service companies with a significant reduction in time and money spent on supporting printing assets in the end user site and from remote service centers.

MWAI, powered by Intel, will help dealers to achieve a 50 percent or higher call avoidance rate

through the utilization of Invisible Event Reporting (IER). IER allows for a growing number of service events to be resolved automatically, remotely, and without service intervention. This results in a significant increase in equipment uptime and customer efficiency.

Embedded technology allows service events to be fixed automatically through device reboot, firmware upgrades, or automatic adjustments based on the event from the device. This allows devices to be fixed instantly, without customer or dealer intervention, and fixed automatically thereby increasing uptime even longer and without intrusive visits to the end users.

“Our partnership with Intel has become greater than previously predicted,” said Mike Stramaglio President and CEO of MWAi. “We have built upon each other’s strengths, bringing two complementary products together to form an industry changing product. We are very fortunate to work alongside Intel and we hope that our relationship will continue to revolutionize the marketplace.”

#### **About Intel Corporation**

Intel (NASDAQ:INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

#### **About MWA Intelligence, Inc.**

MWA Intelligence, Inc. (MWAi) provides cutting-edge M2M (machine-to-machine) and M2P (machine-to-people) solutions and tools that support the exchange of real-time information. MWAi combines OEM relationships, technological innovation, and years of industry experience to meet and exceed all MPS (Managed Print Services) needs. MWAi manages and monitors locally and network connected imaging devices, automates meters directly to ERP, and bridges communication from machine to service technician –encouraging dealerships to embrace the Hybrid dealer concept. Solutions include: Intelligent Workforce (mobile field service management) Intelligent Service (dispatch automation, ERP/CRM integration), and Intelligent Assets (automated meter reading, remote asset diagnostics and management) and more. For more information please visit [www.mwaintelligence.com](http://www.mwaintelligence.com).

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