

Eltav Wireless Monitoring is the recipient of the Frost and Sullivan 2010 New Product Innovation Award for Wireless Sensor Solution

MOUNTAIN VIEW, Calif. — Oct 4th 2010— Based on its recent analysis of the wireless sensor solutions market for valves in process applications, Frost & Sullivan recognizes Eltav Wireless Monitoring Ltd. (Eltav) with the 2010 North American Frost & Sullivan Award for New Product Innovation. With its highly advanced wireless solution, Eltav devices transmit real-time data on valve positions and proper functioning, thereby ensuring high-yield in the process plant, while also eliminating most associated risks.

Eltav's wireless valve monitoring solution could not be timelier with the growing trend of remote monitoring, which is accompanied by a strong emphasis on process-plant safety. The consequences of an unintended deviance in the position of a valve can be costly, hazardous or even deadly. The Eltav valve device is capable of monitoring and measuring, in real-time, the position of a valve 64 times per quarter turn. The detailed information about the dynamics of the valve during its transient period contributes directly to the prevention of plant failures and shut-downs.

This wireless valve solution is designed for end users to be able to detect changes in process conditions due to valve malfunction in an efficient manner and in real-time. Furthermore, there is a gap in the industry for cost effective real-time detection. With Eltav's solution, results are highly accurate and immediately available in both field operations and at central control points.

The smart design of the system and its field components: valve device, valve device router, tunneling router and optional hand held device, helps reduce installation and setup time, in existing or new plants. Operational continuity is maintained without disruption during installation. This helps process plants reach new detection levels, not reached so far through conventional methods.

"In developing this valve solution, Eltav has met the challenge of real-time monitoring for both wired and wireless monitored valves at a low cost of ownership," says Frost & Sullivan Research Analyst Dr. Rajender Thusu. "It is important to note that this wireless monitoring solution has proven capable of highly accurate functionality under strenuous process conditions."

Besides built-in safety for process applications, Eltav's innovative wireless valve solution offers high sensitivity, accuracy, and high speed of communication in real-time monitoring. Other innovative aspects of Eltav's wireless sensor technology include its miniaturization, the fact that it is a ready-to-use, its highly dynamic process range, and the proven and robust industrial packaging. The product's capability to provide highly accurate, real-time analysis onsite holds tremendous value for inspection efforts and ongoing operations.

"Although other wireless valve sensors exist on the market, they are typically large and bulky and have much longer message relay times," notes Dr.Thusu. "The unique process application of Eltav's wireless valve solution will certainly provide Eltav with distinct competitive advantages while enabling the company to attract key business partnerships as well as capitalize on profitable business opportunities."

Eltav's wireless solutions and products are designed for variety of "in-line" applications, both normal and critical. The wireless valve monitoring system can be customized and easily adapts and integrates with customers' existing infrastructure, even in hard to get locations, making adoption of this solution easy and cost effective. In order to ensure full flexibility and ease of operation, the system consists of an optional hand held device which enables field personnel to communicate with the Eltav System and its end devices mounted on valves. The Optional hand

held device also delivers messages to operators on its LCD, reports on performance, and it is used to support installations, configuration, provisioning, and maintenance.

Eltav currently holds a strong Intellectual Proprietary portfolio and is planning to register new patents in the field of wireless multi-parameter monitoring throughout 2010-2012. The company offers a wide range of sensor solutions targeted at different markets and customer needs with focus on improving real-time detection and analysis on-site.

For these achievements, Frost & Sullivan is proud to present Eltav with the 2010 North American Frost & Sullivan Award for New Product Innovation in the wireless sensor solutions market focused on in-line valve monitoring in process applications. Each year, Frost & Sullivan presents this award to the company that has developed an innovative element in a product by leverage leading-edge technologies. The award recognizes the value added features and benefits of the product and the increased ROI it offers to customers, which in turn increases customer acquisition and overall market penetration potential.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About ELTAV Wireless Monitoring Ltd.

Eltav is a leading provider to the process industry of a unique and patented wireless monitoring system for valves based on the standard Zigbee protocol. Eltav wireless valve monitoring system brings breakthrough wireless technology that provides real-time information of valves status directly into the control process, reducing failure and risk while increasing safety and yield, all for a fraction of the cost of traditional wired systems, or other wireless systems. The system is small, easy to install, fast in response, and provide unique features in diagnostics and preventive maintenance. Please visit <http://www.eltav.com>.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.awards.frost.com>.

Contact:

Jake Wengroff
210.247.3806

jake.wengroff@frost.com