

# NEWS RELEASE



## FOR IMMEDIATE RELEASE:

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## **M2M Evolution Conference and the Transported Asset Protection Association Discuss the Role of Technology and a Stronger, More Secure Supply Chain**

### **TAPA Board Members to Discuss Technology and the Physical Security of Goods from the Manufacturer's Perspective, on September 13<sup>th</sup> in Austin, TX**

**Norwalk, CT – August 22, 2011** – TMC and OnAsset Intelligence today announced that TAPA, the Transported Asset Protection Association, is an Advisory Association for the M2M Evolution Conference, taking place September 13-15, 2011 in Austin, TX. TMC also announced that the co-founder of TAPA is speaking in the conference to address “Technology and the Physical Security of Goods from the Manufacturer’s Perspective.” The session brings forward the key role that technology plays in an already comprehensive, standards-based approach to improving multi-modal global cargo security and transportation.

TAPA is a worldwide coalition of manufacturers, shippers, carriers, insurers, service providers, law enforcement and government agencies concerned with the risks of criminal activity against high value cargo in the transportation supply chain. TAPA is participating in the M2M Evolution event to help its members learn more about using the latest technology to help streamline their supply chain.

“When you join TAPA, you’re aligning your company or organization with an internationally recognized leader in the fight against cargo crime,” says Taya Tuggle, Public Relations Lead for TAPA Americas. “Theft of electronics, pharmaceuticals, clothing, high-end foodstuffs, auto parts, building supplies and almost any other cargo of value is a daily event in the Americas. Standards and best practices help to mitigate the risk of theft, and M2M tracking and monitoring technology plays an important role in accomplishing this.”

On September 13<sup>th</sup>, TAPA Co-Founder Gary Alton, and TAPA’s PR Lead Taya Tuggle will share their insights on how carriers and organizations involved with the movement of high value goods are adopting standards, procedures, and technology to create strong foundations for risk mitigation and successful operations.

- TAPA Co-Founder Gary Alton is the Senior Manager of Global Security for Applied Materials
- TAPA Board Member Taya Tuggle is the Logistics and Compliance Manager for Air & Ground World Transport.

In other sessions at the conference, TAPA will share its latest research alongside industry analysts such as Frost & Sullivan, Compass Intelligence, Ovum Research and others.

“Most of the analysts covering the M2M space agree that the transportation industry is driving the growth of M2M-based technologies,” said M2M Evolution Chairperson [Nikki Cuban](#), of OnAsset Intelligence. “We’re thrilled that TAPA is participating and sharing their expertise on the implementation of technology from the perspectives of manufacturers and shippers. The technology community has much to gain from hearing real-world feedback on GPS and sensing programs that are currently deployed today.”

TAPA AMERICAS represents one of three primary branches of TAPA worldwide -- the other two being TAPA EMEA (Europe and Africa) and TAPA APAC (Asia/Pacific). These branches include chapters in South Africa and Mexico, with new chapters developing in other countries plagued by cargo crime. Each TAPA branch or chapter participates in the worldwide organization while also addressing the needs of its own regional members.

Additional information on the [M2M Evolution Conference](#) is available online, and [Registration](#) is now open. TAPA Members are encouraged to attend, and special discounts are available for TAPA’s members. To obtain a special promotion code, please contact TMC’s [Sarah Fullilove](#). Members of the media can reserve media credentials by contacting [Todd Keefe](#) at For Immediate Release PR.

**About TAPA:**

TAPA is a worldwide coalition of manufacturers, shippers, carriers, insurers, service providers, law enforcement and government agencies concerned with the risks of criminal activity against HVTT cargo in the transportation supply chain. TAPA members work together to prevent theft and other crimes against the transportation supply chain through the sharing of information, the development of supply chain security standards, and cooperation with government agencies. For more information, please visit [www.tapaonline.org](http://www.tapaonline.org)

**About OnAsset Intelligence:**

OnAsset Intelligence Inc. is a leading provider of wireless devices and software solutions focused on helping customers wirelessly locate, track, connect, and manage fixed and mobile assets in real-time. The company’s M2M products and services include SENTRY™ wireless hardware with its flagship product line FlightSafe™ for air cargo tracking and ContainerSafe™ for shipping container security, its web-based Vision Platform™ and global wireless connectivity services. The company is headquartered in Irving, Texas. For additional information on OnAsset’s [SENTRY](#), [FlightSafe](#), [ContainerSafe](#), and [Vision](#) products, please visit [www.onasset.com](http://www.onasset.com).

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