

# FocalPoint 40 Profile: Opto 22

## Contact Opto 22

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## Opto 22 Summary

Founded in 1974, Opto 22 operates from Temecula, California, manufacturing hardware and software for connecting line-of-business equipment, systems, and machines to computer networks for the purposes of industrial automation, remote monitoring, enterprise data acquisition, and M2M applications. The company facilitates these connections through both wired and wireless public and private networks.

## Opto 22 Offerings

Opto 22 hardware and software products connect new or existing line-of-business equipment to enterprise and departmental software for applications such as remote equipment and facilities monitoring and management, supply chain optimization, energy management, regulatory compliance, discrete manufacturing, and process control. Opto 22 products allow users to automate, monitor, and control all types of electrical, mechanical, and electronic equipment such as lighting, pumps, refrigeration and HVAC systems, and generators, both within a facility and at remote locations.

## Opto 22 Differentiation

Opto 22 has a 27-year history of engineering dependable, standards-based products that enable machine communication. Customers benefit from this experience as well as from the versatility of the company's hardware and software product line which has been tested and proven in a number of diverse industries and applications around the world.

The company has chosen to maintain its focus on its core competency of designing, developing, and manufacturing robust hardware and software, while strategically aligning itself with a number of key partners to bring these products to market as components of larger, comprehensive systems. Partnerships with companies like Nokia, nPhase, AT&T Wireless, Computer Associates, and Hewlett Packard help Opto 22 offer convenience to customers seeking single-source solutions.

## Brookstone Equipment Company

### Case Study

Brookstone provides heavy equipment including hydraulic lifts, aerial booms, tractors, and backup generators. To better protect these assets, which can cost upwards of \$50,000, Brookstone implemented an Opto 22-based wireless M2M



system to supervise and control its generators. Conditions monitored and controlled include on/off status, fuel level, oil pressure, temperature, battery voltage, and overall power consumption. The Opto 22 system consists of an intelligent device that fits inside the generator housing and connects to various components via multiple input/output points. Through an embedded wireless connectivity terminal transmitting over a cellular network, the system communicates directly to Brookstone headquarters, populating databases with readings and measurements in real-time. The Opto 22 remote monitoring system allows Brookstone to better service its customers and simultaneously create a new revenue source, by offering enhanced maintenance/service packages, quality-of-service reports, and preventive maintenance dispatch. The new proactive generator monitoring has also allowed Brookstone to eliminate the generator maintenance calls it was typically performing once a week.

## Opto 22 Markets

Opto 22 products can be used in virtually any industry, including telecommunications, retail, transportation, building control, water and power, security, and all types of manufacturing. Customer applications for Opto 22 include enterprise management, remote monitoring and control, industrial automation, and data acquisition. Freezers, communication towers, and shop floor machinery are all examples of the electrical, mechanical, and electronic devices that can be monitored and managed. Currently, there are more than 75 million Opto 22 connections to systems, machines, and equipment worldwide.

Opto 22 products are available through a network of authorized distributors, integrators, and value-added resellers, and have been deployed in more than 200 countries.

## FocalPoint Perspective

In the burgeoning M2M space it's hard to find a company more respected or active than Opto 22. Sporting 27 years in the business of industrial automation and control, Opto 22 clearly brings experience and perspective to the table. What's more, Opto 22 is involved in some of the most compelling examples of alliance formation, enabling the creation of effective M2M solutions. Its work with the likes of Nokia, nPhase, AT&T Wireless, HP, and others has created some of the most notable examples of M2M to date. We stongly believe that these alliances exemplify what it takes to succeed in the deployment and support of M2M solutions. If that isn't enough, Opto 22 has also been one of the most effective ambassadors for M2M in the marketplace. Many agree that Opto 22 is in for big things as M2M gains momentum.