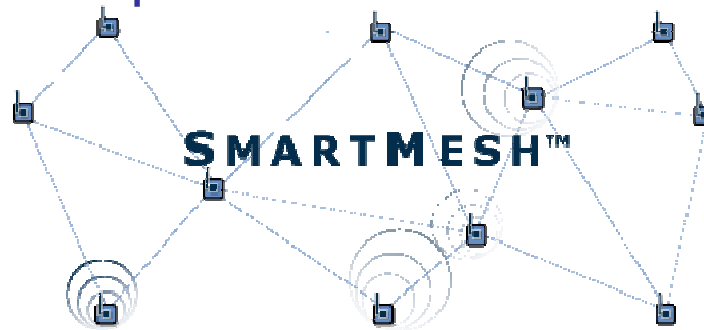


About Dust Networks

- Dust Networks provides embedded wireless sensor networking products to OEMs in the industrial automation, building automation and defense markets
- VC funded start-up company based in Hayward, CA



- Dust's SmartMesh™ product launched in late '04





TOP TEN List

Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN) According to Dust Networks



Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

10. There are WAY more sensors than there are cellphones



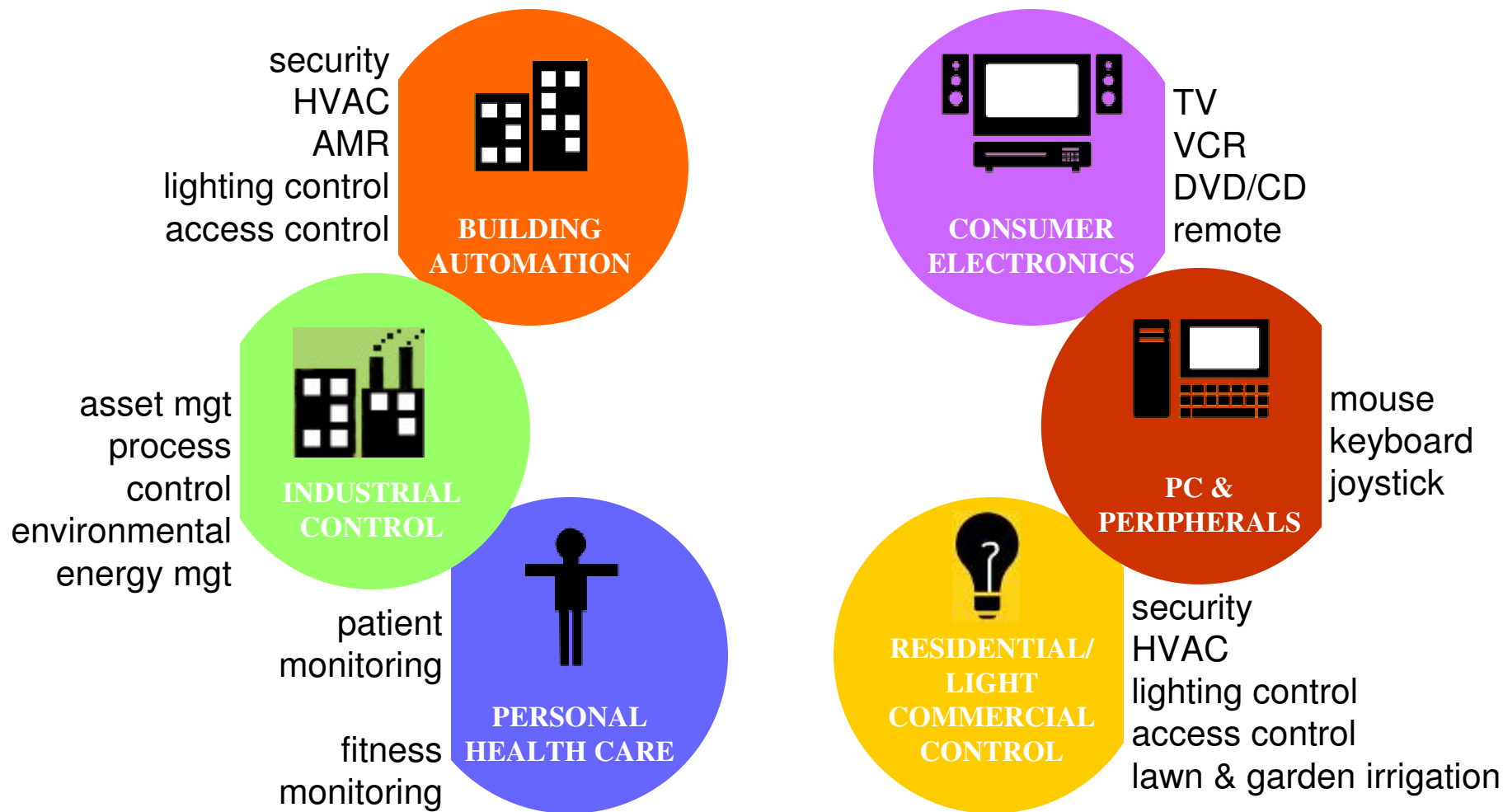
Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones

Low Data Rate WPAN Applications





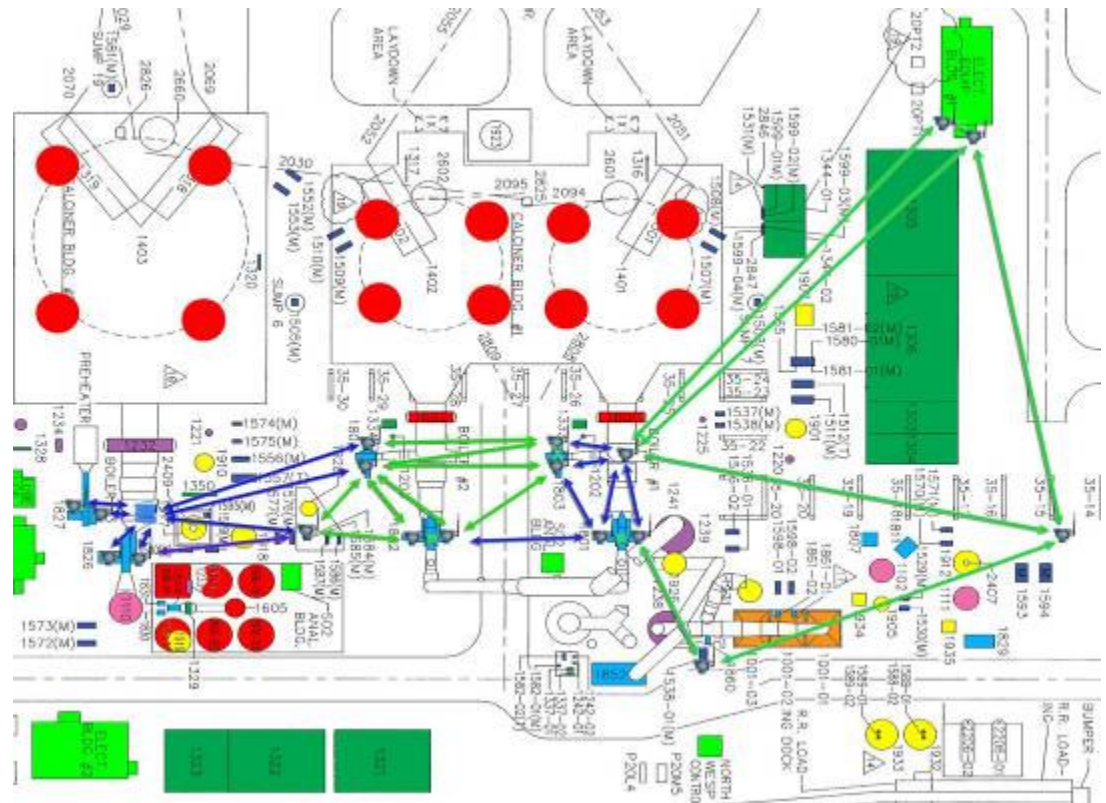
Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones

Case study: Refinery process monitoring



Reliability in a major oil company refinery deployment : **99.95%**



Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

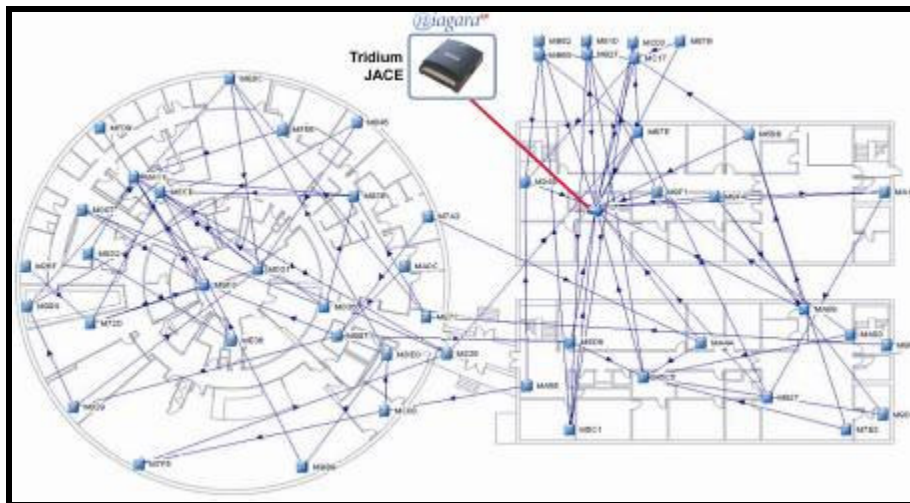
TOP TEN List

7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones

Case Study: Energy Monitoring

TENG **TRiD!UM**

- 97% reduction in installation cost: 2 hour SmartMesh installation vs. 4 weeks for wired network





Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones



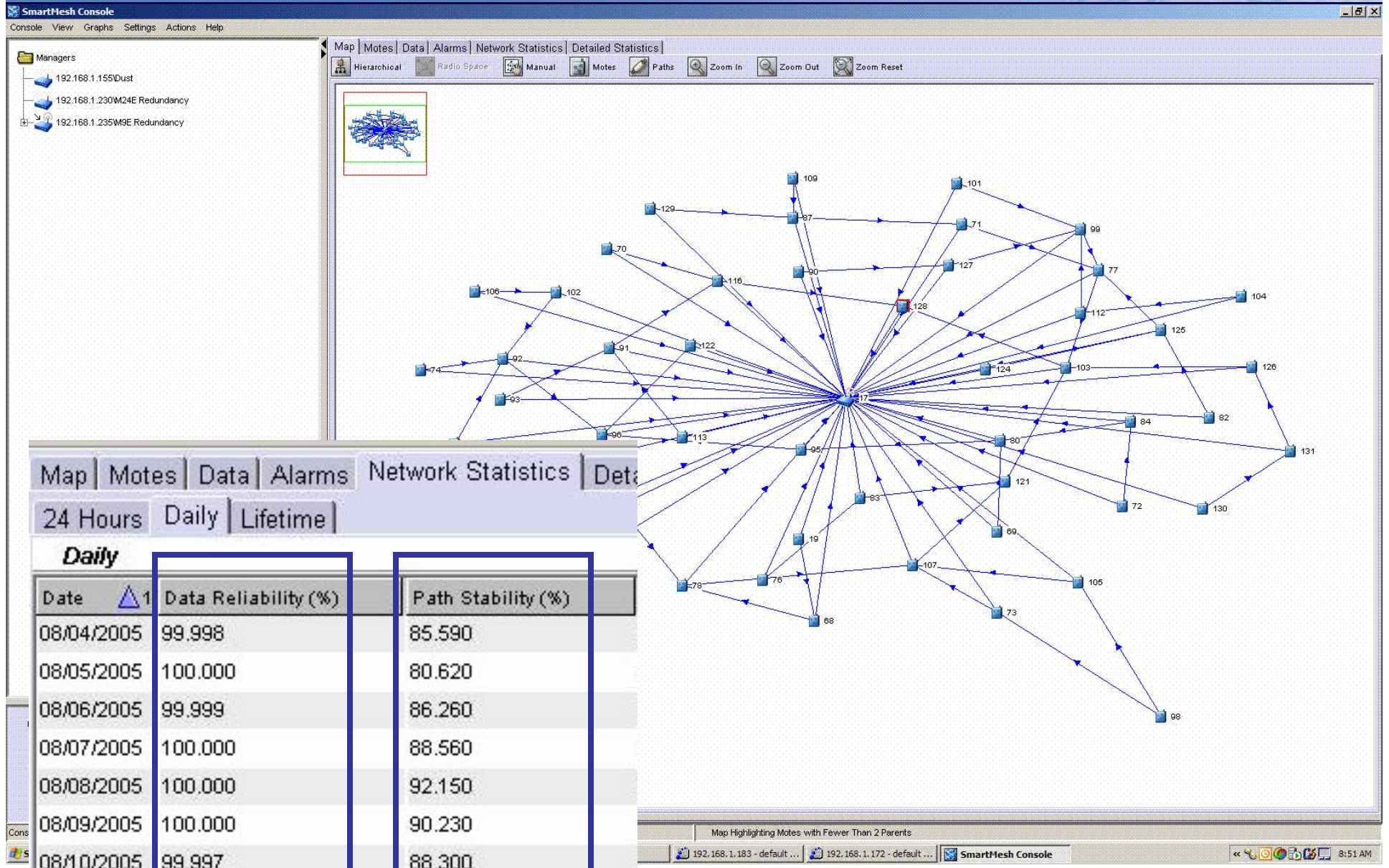
Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

5. You can have your WSN cake and eat it too: Dust Networks SmartMesh delivers wirelike reliability, with NO wires
6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones

3 story industrial bldg 50 motes >100,000 packets/day





Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

4. Major OEMs have adopted WSN for mainstream, non-niche applications
5. You can have your WSN cake and eat it too: Dust Networks SmartMesh delivers wirelike reliability, with NO wires
6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones



Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

3. WSN will do for the Physical world in the next 20 years what IT has done for Enterprise in the past 20 years
4. Major OEMs have adopted WSN for mainstream, non-niche applications
5. You can have your WSN cake and eat it too: Dust Networks SmartMesh delivers wirelike reliability, with NO wires
6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones



Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

2. WSN products will enable a whole new class of entrepreneurial companies to deliver services that marry the Physical World to the IT World
3. WSN will do for the Physical world in the next 20 years what IT has done for Enterprise in the past 20 years
4. Major OEMs have adopted WSN for mainstream, non-niche applications
5. You can have your WSN cake and eat it too: Dust Networks SmartMesh delivers wirelike reliability, with NO wires
6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones

Connecting the physical world

- New companies emerging to capitalize on WSN enabled opportunities e.g. **streetline networks**
 - Complete inventory and transaction management for parking spaces, using WSN for cost-effective data collection





Top Ten Reasons You Should Be Excited About Wireless Sensor Networks (WSN)

According to Dust Networks

TOP TEN List

1. Because the smartest, best dressed, nicest investors in Silicon Valley have invested in Dust Networks
2. WSN products are a who's who of entrepreneurial companies to deliver services and carry the IT World to the IT World
3. WSN will do for the Physical world in the next 20 years what IT has done for Enterprise in the past 20 years
4. Major OEMs have adopted WSN for mainstream, non-niche applications
5. You can have your WSN cake and eat it too: Dust Networks SmartMesh delivers wirelike reliability, with NO wires
6. WSN enables business opportunities that were previously impractical or impossible
7. WSN solves real problems with quantifiable ROI
8. WSN Products have graduated from PowerPoint to Production
9. This is a large, diverse opportunity, with multiple massive vertical markets
10. There are WAY more sensors than there are cellphones



Cargill
Ventures



CRESCENDO
VENTURES

Dust Networks

Thank you