

Ayrstone Productivity LLC

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**FACT SHEET**

Headquartered in North Oaks, Minnesota, Ayrstone Productivity is dedicated to helping small rural businesses, and especially farmers and ranchers in North America, become more productive by providing network connectivity all across a property. All Ayrstone products are designed for easy set-up and use by people with basic technical knowledge. This ease-of-use, combined with the most powerful hardware in the industry, is bringing the benefits of Wi-Fi networking to farms, ranches, and other rural homesteads and businesses.

**Products:**

AyrMesh® wireless network

* Uses a system of high-powered Wi-Fi boosters (Hubs), clients (Receivers), Bridges, and Indoor access points (IndoorHubs)
* First Hub is connected to your router with an ethernet cable
* Provides a long-range Internet connection for superior Wi-Fi and network coverage across your property using standard WiFi – any WiFi device can connect.
* Makes it easy to use web-enabled devices anywhere on your property
* Allows non-Wi-Fi devices to join the network

AyrMesh HubDuo

* High-speed, low-cost dual-band building block of the AyrMesh network
* Simple, durable outdoor Wi-Fi access point
* Very fast speeds for close devices combined with long range at reduced speeds
* Meshes with other HubDuo units or with Hub2x2 and Hub2T units, or any mixture
* Can be up to 2 miles apart or as close as a few hundred yards

AyrMesh Hub2x2

* Long distance building block of the AyrMesh network
* Hubs can be up to 2.5 miles apart, up to 3 “hops” for WiFi 15 miles across

AyrMesh Hub2T

* Long-distance, lower power-consumption block of the AyrMesh network (perfect for “field Hubs”)
* Hubs can be up to 2.5 miles apart, up to 3 “hops” for WiFi 15 miles across

AyrMesh Receiver

* Uses the signal from any AyrMesh Hub
* Connects non-Wi-Fi devices to the network
* Brings AyrMesh network connection inside buildings

AyrMesh Bridge

* Simple point-to-point wireless bridge
* Up to 30 Mbps at close range, up to 5 mile range
* Transparent to the network, like a wireless Ethernet cable

**Founding Partners:**

Ayrstone is backed by partners with a unique combination of Silicon Valley technology expertise and Midwest agricultural knowledge.

Bill Moffitt

Bill Moffitt has been programming since the mid-1970s and brings 25 years of high-tech engineering, marketing and product management to his role as **president** of Ayrstone. Prior to founding Ayrstone he served as senior product manager at Cisco Systems, Inc. Other past experience includes working at Novariant, Inc., managing new product development for the AutoFarm line of GPS-based steering systems for ag equipment, and product marketing responsibilities at Sun Microsystems. He’s a Ham Radio operator and enthusiast and provides radio and wireless networking services to his local community during emergencies.

He originally founded Ayrstone in 2007 to market educational materials about GPS specific to agriculture. He eventually developed the AyrMesh Hub in 2010 and thought it would provide a half-mile range, but in testing proved to work more than 2 miles apart.

Moffitt earned his master’s degree in business administration from the Peter F. Drucker Graduate Management Center at Claremont Graduate University in Claremont, California.

Robert Hill, PhD - Emeritus

Before retirement, in addition to serving as Ayrstone’s **director of business development**, Robert Hill was also principal at Caledonia Solutions, a research and management consulting firm that serves the farm input supply industry. He has studied industry behaviors and attitudes, developing unique and proprietary perspectives on customer needs and technology adoption.

Before founding Caledonia Solutions, Hill served in management roles at several agricultural firms including:

* President, Rockwood Research, the largest custom research company in agriculture of its era
* Vice president, AgWeb.com, the leading internet portal in agriculture
* Strategic marketing manager, Agriliance, the largest distributor of farm production inputs
* Senior research manager, Maritz, the largest custom research supplier of its era
* Director of market development and analysis, Doane Market Research, the leading syndicated ag research vendor of its era

Hill earned his doctorate degree in applied economics from the University of Minnesota.

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