FOR IMMEDIATE RELEASE

Pacific Sensor Technologies Launches EFENTO Brand: Cutting-Edge Bluetooth and NB-IoT Data Loggers for Industrial & Environmental Monitoring

Pakenham, Victoria, Australia – September 25, 2025

Pacific Sensor Technologies Pty Ltd (PST), a proud Australian-owned, NATA accredited and ISO 9001:2015 certified provider of premium monitoring and measurement solutions, is delighted to announce the launch of its new brand, **EFENTO**, bringing next-generation data logging to industries across Australia and beyond.

About EFENTO by PST

EFENTO represents PST's commitment to delivering advanced, reliable, and user-friendly data-logging technology to support sectors like medical and pharmaceutical, food storage and distribution, environmental monitoring, and mining. The new EFENTO lineup features both Bluetooth-enabled and NB-IoT data loggers, providing seamless and flexible data capture for diverse operational needs.

EFENTO Product Highlights

1. Bluetooth Data Loggers

- **Wireless Bluetooth Low Energy (BLE)** technology enables quick, easy smartphone configuration and real time data retrieval using the EFENTO mobile app or, through Efento Gateways, to Efento Cloud.

- **Long battery life**—up to 5 years on a single AA battery under typical usage, which can be replaced by the user

- **High-capacity memory**—stores approximately 40,000 readings before overwriting the oldest data

- Accurate **temperature monitoring**: ranges from –35 °C to +70 °C, boasting ±0.4 °C accuracy (0 °C to +70 °C) and ±0.5 °C (–35 °C to 0 °C)
- Supports a wide array of measurements: temperature, humidity, air pressure, soil moisture, open/close status, pulse counting, air quality, water leakage, and more

- *Compatible with **EFENTO Gateway**, enabling real-time, remote monitoring via EFENTO Cloud - **REMOVE this point***

- **Robust data security** with encrypted wireless transmission and OTA firmware updates

2. NB-IoT Data Loggers

- **Direct cellular connectivity** using NB-IoT technology—no need for gateways or routers. Ideal for remote monitoring across distributed sites
- Equipped with BLE for convenient smartphone-based setup and configuration

- Supports a wide array of measurements: temperature, humidity, air pressure, soil moisture, open/close status, pulse counting, air quality, water leakage, and more

- **Exceptional battery life**—capable of up to 10 years maintenance-free and up to 195,000 transmissions under optimal signal conditions
- Stores up to **30,000 to 40,000 readings**, with buffering during connectivity loss and auto-synching once resumed

- **Edge analytics** for on-device decision-making, remote configuration, and secure over-the-air firmware updates using a delta mechanism
- Designed with **integration in mind**, compatible with EFENTO Cloud and other platforms via CoAP and Protocol Buffers, and supported by SDKs and documentation

Why EFENTO Matters

- **Scalable monitoring**: Bluetooth models suit localised needs; NB-IoT models excel in wide-area, autonomous deployments.

- **Cost-efficiency**: Wireless designs reduce infrastructure and maintenance costs.

- **Reliable & secure**: High battery life, encrypted data, and OTA updates ensure dependable, long-term operation.

- **Flexibility**: Wide range of sensor types (including thermocouples, low/high temperature probes, humidity, I/O, etc.) for tailored applications

About Pacific Sensor Technologies Pty Ltd (PST)

Established in Pakenham, Victoria, PST is an ISO 9001:2015-certified leader in supplying high-performance data loggers, sensors, and water quality instruments, equipped with an in-house NATA accredited calibration lab. As the Australian distributor for MadgeTech and now EFENTO, PST supports industries such as medical/pharma, food logistics, environmental monitoring, and mining with trusted measurement and cloud-based monitoring solutions

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Images:

1. Key Products:
   https://pstau.b-cdn.net/wp-content/uploads/2025/08/EFENTO-Temperature-Logger-NB-IoT.webp
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/EFENTO-NB-IoT-Temperature-Logger-with-2-probes.webp
   Other:
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/EFENTO-4-20-mA-sensor-interface-NB-IoT.webp
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/Efento-Wireless-pipe-pressure-logger-NB-IoT.webp
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/Efento-Wireless-illuminance-logger-NB-IoT.webp

2. Shows communication:
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/efento-cloud-ble-nb-iot_2.0.jpg

3. Shows Mobile app: Can crop only the middle screen OR 2nd & 3rd screens from as suitable to the space available
   https://pstau.b-cdn.net/wp-content/uploads/2025/09/efento-cloud-application-view-no-bg.png