

Press Release (For immediate release)

Underground Mine Innovator Maestro Digital Mine Celebrates its 10th Year Anniversary.

Sudbury, ON. Canada – December 14, 2021, Maestro Digital Mine is celebrating its 10th year anniversary providing digital IIoT ventilation monitoring and control products as well as “last mile” communication networks for the underground mining sector.

The Sudbury-based company began in 2011 focusing on **making the complex simple**. Maestro’s vision from the start has been to change the way that underground mines measure, control and communicate by stripping out complexity utilizing IIoT solutions to provide more time at the face and driving down capital and operating expenses and improving worker safety.

The company has assisted clients in reducing GHG emissions through energy savings yielded from directing the ventilation air to the required areas, and reducing it in areas without miners or equipment in use. “This can reduce ventilation demand by 20-50%,” said Michael Gribbons, president, CEO and co-founder of Maestro Digital Mine.

Maestro believes in “**disruption by elimination**”, developing mine hardened multi-variable measurement devices that reduce infrastructure costs and eliminate complex PLCs, wiring and engineering services, among other things.

The status quo disruptor was recently awarded the Company of the Year Bell Excellence Award for its continuous growth, excellence, and success in the underground mining sector. “We have a great team, and I think this is a great recognition for them,” said David Ballantyne, COO of Maestro.

Maestro has made the difficult task of optimally ventilating underground mines easier by providing smart IIoT devices that can be integrated with any third-party platform. Their air quality stations Vigilante AQS™ have now been making an impact underground for a decade.

Maestro’s dramatic growth is the direct result of their dedication and attention to customer service and quality. They continuously work to have a team of experts who strive for excellence and to stay relevant to the industry’s needs. Kathy Heimbecker, Production Manager, states that “being at Maestro means to be challenged every day, which drives to learning. Also, the dynamics at Maestro are unique... it is a multigenerational company. The ages of the Maestro team range from around 20 to 70 years old, so there is always something to learn.”

For Jacob Lachapelle, Global Sales Manager, challenge, autonomy and variety are key aspects of working at Maestro. “Doing what I do at Maestro gives me purpose and fulfillment. I aim to bridge technical knowledge and experience of underground mining instrumentation and automation with sales and marketing. Breaking into new markets all over the world and working with distributors are key to why I love what I do”.

Nataly Argüello, Marketing Manager, states that at her role she is able to bring national and global brand awareness to the company as the essential digital technology provider and enabler for operating mines. “Being in a company with a team of different backgrounds has helped me grow my international business experience and interact with mining delegations from all over the world, helping strengthen the relationships within the mining industry”.

Maestro Digital Mine has a brand promise, “**We leave no one stranded**”. This promise is core to their values and drives them to provide excellent real time customer service. Working in partnership with mining companies and key suppliers, and developing agnostic digital solutions to real-time challenges, their digital solutions are recognized in over 38 countries and deployed globally in 150+ mines.

About Maestro Digital Mine

Maestro Digital Mine manufactures Industrial Internet of Things (IIoT) measurement and control instrumentation for the optimization of underground mine ventilation and underground digital networks for last mile communication. Maestro products are made exclusively for the underground mine automation, IT, and ventilation sectors, delivering energy savings and productivity improvements while meeting the highest health and safety standards. Learn more about Maestro’s digital solutions at www.maestrodigitalmine.com.

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