

**Plenom contact:**  
**Mitch Friend**  
**President**  
**+1-561-953-1866**  
**mitch.friend@plenom.com**

**FOR IMMEDIATE RELEASE**

## **Plenom-Busylight Joins LoRa Alliance® to bring Notification and Alert Lights to IoT solutions.**

*Plenom Busylight IoT and Room Occupancy Solution make Notifications and Alerts visible.*

Boca Raton, Florida – March 08, 2023 – Plenom, the visual notification and alert light company, announced today that it has joined the LoRa Alliance. The LoRa Alliance® is an open, non-profit association dedicated to the global adoption and development of the LoRaWAN® standard. Together, the LoRa Alliance® and its members are driving the international standard for secure, carrier-grade IoT connectivity.

“We are very excited about becoming a LoRa Alliance® member”, said Allan Jøsendal Kjeldbjerg, CEO of Plenom. “This membership demonstrates Plenom’s commitment as a device manufacturer to the LoRaWAN standards.”

Our Busylight IoT model is a Class C device that provides Notification and Alerts. The use cases are wide ranging. Some include cold storage, air quality, desk booking, leak detection, production line notifications etc.

The Room Occupancy Solution uses the Busylight IoT and ties into Microsoft 365 so when a meeting room is booked, the Busylight IoT outside the room will change to red. It also works for non-bookable rooms by using a motion sensor for small conference rooms, huddle rooms, bathrooms and other areas. When motion is detected the light changes to red.

“By visibly showing status and events, our Busylights provide actionable intelligence for business success. It is a natural add-on to our kuando Busylight UC, used for showing personal presence status in the open office space,” added Kjeldbjerg.

“LoRaWAN device certification is key to reliability and market growth, and I applaud Plenom for joining the alliance to pursue LoRaWAN Certification,” said Donna Moore, CEO and Chairwoman of the LoRa Alliance. “While Plenom already collaborates with our members across the value chain, their membership signals their commitment to the LoRaWAN Standard. I look forward to learning more about Busylight notifications and alerts at LoRaWAN Live: Orlando.”

**About Plenom:**

Plenom is a Danish design and engineering company manufacturing kuando solutions to deliver visual notifications and alerts for the IoT and Unified Communications space. kuando Busylight indicators display; meeting room occupancy, office desk availability, leak detection, air quality alert, temperature monitoring, production line status and to prevent interruptions and missed calls.