SenRa announces strategic alliance with Imtac India to accelerate development of Smart Cities in India

NEW DELHI, India – September 6, 2018- SenRa, a PAN India Low-Power Wide-Area Networks (LPWANs) provider for long range-based (LoRa®-based) Internet of Things (IoT) applications today announced its partnership with Imtac India. With this partnership, SenRa hopes to accelerate the development of Smart Cities in India by bringing innovative end-to-end solutions such as smart street lighting, tracking and more.

Imtac has emerged as one of the largest technology companies and a brand name synonymous with innovative solutions and industry leading services. Imtac under the brand name "Empyreal" has already began working closely with leading smart cities in India as part of their smart city efforts. A recent example is the successful project they executed with leading Smart Cities to provide GPS-enabled IoT wearables to monitor the attendance of their sanitation staff. Imtac is also managing Smart City lighting for more than 3 years that is offering significant energy and operational efficiencies to its Municipal customers.

SenRa having deployed the Long-Range Wide-Area Networks (LoRaWAN™) across 23 cities and on track to deploy in 30 cities by the end of 2018, allows Imtac to bring low cost, long range, and long-lasting solutions as part of their efforts in penetrating India's IoT market which is expected to grow to USD 15bn by 2020.

 "Cities are looking for the right platforms and trusted partners to help accelerate their digital transformation," said SenRa CEO Ali Hosseini. "With this partnership SenRa and Imtac will be utilizing each other's strengths to create and deploy India tailored IoT solutions".

About SenRa

SenRa, a contributing member of the LoRa Alliance™, is a PAN India Low Power Wide Area Network Provider (LPWAN), specifically LoRaWAN™, for the Internet of Things (IoT) and Machine to Machine (M2M) solutions and applications. SenRa is currently deploying LPWANs throughout India for projects which require secure, reliable, long distance communication at low cost. SenRa is working with global partners to deploy smart solutions such as water metering, smart agriculture, smart lighting, smart cities, logistics, electric and gas meter. For additional information visit: https://senraco.com/

About Imtac India

Imtac India is a subsidiary of Imtac LLC. Imtac LLC established in 1984 operates in multiple geographies through direct operations, subsidiaries and JVs. Imtac is a leading provider of technology solutions in the fields of IT, smart cities (public lighting, water distribution and management, surveillance etc.), telecommunications, healthcare, education and traffic management. Imtac India by providing product engineering, Academic Management System and Human Efficiency Tracking System has established itself as the leading provider of eGovernance solution. For additional information visit: http://www.imtac.com/

About LoRaWAN™

LPWAN (Low Power Wide Area Network) is a broad term covering several implementations and protocols, both opensource and proprietary. While other wireless communication technologies available like Bluetooth and BLE (and to some extent Wi-Fi and ZigBee) are not suited for long-range performance, LPWAN provides the longest range with a low data rate. The technology used in a LoRaWAN™ network is designed to connect low-cost, battery-operated sensors over long distances in harsh environments that were previously too challenging or cost-prohibitive to connect. With its unique penetration capability, a LoRaWAN™ gateway deployed on a building or tower can connect to sensors more than 10 miles away or to water meters deployed underground or in basements.

About LoRa Alliance™

The LoRa Alliance is an open, non-profit association that has grown to more than 500 members since its inception in March 2015, becoming one of the largest and fastest-growing alliances in the technology sector. Its members closely collaborate and share experiences to promote the LoRaWAN protocol as the leading open global standard for secure, carrier-grade IoT LPWAN connectivity. With the technical flexibility to address a broad range of IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN protocol has already been deployed by major mobile network operators globally, with continuing wide expansion ongoing. For information about joining the LoRa Alliance, please visit http://www.lora-alliance.org/join.

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