

## Ursalink Joins the LoRa Alliance™ as Adopter Member

**Xiamen, China - March 4, 2019** - Ursalink, a global IoT hardware provider, announced today it has become an adopter member of the LoRa Alliance™, an open, non-profit association of members initiated by industry leaders with a mission to standardize Low Power Wide Area Networks (LPWAN) being deployed around the world to enable Internet of Things (IoT), machine-to-machine (M2M), smart city, and industrial applications.

As an adopter member of the LoRa Alliance, Ursalink will surely make contribution to shaping the future of LoRaWAN™ technology and take an active part in large-scale IoT application deployments.

Ursalink becoming part of LoRa Alliance presents a clear status quo of IoT world that LoRaWAN connectivity is getting increasingly stronger, as billions of IoT devices are coming online in the not-very-distant future.

*“It is true that our long-term goal to establish a widely expanded and tightly connected IoT world sides with the mission and vision of the LoRa Alliance,”* said Zarek Tong, Chief Technology Officer of Ursalink, *“Our role in the LoRa Alliance enables us to set up more tailored IoT applications for various environments and cooperate with other IoT companies within this ecosystem.”*

LoRa Alliance CEO and Chairwoman, Donna Moore, said: *“LoRaWAN is the defacto industry standard for LPWAN communications, and our ecosystem is a key piece of our global strength. We are pleased to have Ursalink join the LoRa Alliance and bring its expertise and technology to our ecosystem to help address the requirements of the rapidly growing LoRaWAN market.”*

### **About Ursalink**

At Ursalink we are passionate about the connectivity of “things” to the cloud. We leverage the value of the top trending technologies that transform the world we live in and are committed to our partners who share the same passion. We believe that the complexity of data collection, storage and retrieval can be simplified into the Cloud-intelligence. Our development and distribution of these appliances and services demonstrates our commitment to the digital transformation and continues to deliver compelling connectivity for IoT world. [www.ursalink.com](http://www.ursalink.com)

### **About LoRa Alliance**

The LoRa Alliance is an open, nonprofit association that has become one of the largest and fastest-growing alliances in the technology sector since its inception in 2015. Its members closely collaborate and share expertise to develop and 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 the LoRaWAN Certified<sup>CM</sup> program to guarantee interoperability, the LoRaWAN protocol has been deployed by major mobile network operators globally, and connectivity is available in over 100 countries, with continual expansion. [www.lora-alliance.org](http://www.lora-alliance.org)

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