



## ● Press Release ●

# LoRa® Alliance Surpasses 130 Members In 6 Months, Introduces New Chairman And Next European Open House

SAN RAMON, Calif. – October 27, 2015—The LoRa® Alliance is one of the fastest growing Internet of Things (IoT) alliances. Launched in April to define and promote a low power, secure, carrier grade standard for low power wide area IoT connectivity, LoRa® Alliance membership has surpassed 130 members in just six months. These companies, which include chip and module vendors, network software developers, OEMs and network operators, are all working together to develop an open specification for the next generation of IoT networks and devices. The Alliance named Geoff Mulligan chairman to lead the fast-paced growth and drive the specification work.

Mulligan helped design IPv6 and created the 6lowpan protocol, which allows the smallest devices and low-power devices to participate in the IoT. He has worked on IoT technology since 2001, serving at the White House as a Presidential Innovation Fellow working with National Institute of Standards and Technology (NIST) on the IoT and Additive Manufacturing, and is the U.S. representative to the ISO Smart and Sustainable Cities Strategic Advisory Group. Internet pioneer Vint Cerf referred to Mulligan as the “father of the embedded Internet.”

"The LoRa® technology and the LoRaWAN™ specification are a critical missing piece for the widespread deployment of the Internet of Things," Mulligan said. "And because the LoRaWAN™ specification is open, it provides a phenomenal foundation for businesses and operators to develop business models for deployment that best meet the needs of the specific applications, including smart energy, intelligent transportation, industrial manufacturing, commercial building management, and smart cities."

Released in June, LoRaWAN™ is becoming the ubiquitous standard for secure, carrier grade low power wide area networks. It is the first LPWAN protocol for sensor, base station and network server providers and will provide interoperability security for network operators deploying large multi-tenanted open networks running multiple applications as well as private networks.

### Open House

Companies interested in LoRa® Alliance membership and LoRa® technology are invited to attend an open house in Rotterdam, Netherlands, November 9-10, hosted by KPN and Proximus. The open house will feature the LoRa® Alliance roadmap, technology announcements and exclusive live demonstrations, and the launch of the LoRaWAN™ Certification Program. There will be a marketplace for members and other stakeholders that will showcase the entire ecosystem from the sensors to the application. The open house will be held in conjunction with the Alliance's all-member meeting.

"As a member of the LoRa® Alliance we are proud to launch a LoRa® network in Rotterdam and The Hague soon and we plan national coverage in The Netherlands in 2016. LoRa® will definitely boost useful applications and the development of the Internet of Things in general," said Jasper Snijder, EVP new business at KPN. "As co-host of the LoRa® Open House we are pleased to welcome potential parties and LoRa® partners in Rotterdam."

"The LoRa® Alliance is very valuable for Proximus as it offers the perfect combination of a technology responding to our customers' needs and an open ecosystem of players in line with Proximus' innovation principles," said Geert Standaert, CTO for Proximus. "Proximus recently successfully launched its commercial offer for Internet of Things via its LoRa® network. With our unique end-to-end LoRa® offering we enable companies in many industries to be more efficient through improved and simplified business processes and to innovate faster through the development of new services."

### About LoRa® Alliance

LoRa® Alliance is an open, non-profit association of members that believe the Internet of things era is now. Our 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. The Alliance members will collaborate to drive the global success of the LoRa® protocol (LoRaWAN™), by sharing knowledge and experience to guarantee interoperability between operators in one open global standard.

### About LoRaWAN™

The technology utilized in a LoRaWAN™ network is designed to connect lowcost, 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 LoRa® gateway deployed on a building or tower can connect to sensors more than ten miles away or to water meters deployed underground or in basements. The LoRaWAN™ protocol offers unique and unequalled benefits in terms of bi-directionality, security, mobility and accurate localization that are not addressed by other LPWAN technologies. These benefits will enable the diverse use cases and business models that will enable deployments of LPWAN IoT networks globally.

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Alliance



Technology



Developers

## Testimonials

*The LoRaWAN technology is ideal to target battery operated sensors and low power applications as a complement to M2M cellular connectivity*

Richard Viel

Chief Operating Officer of Bouygues

*With LoRaWAN, entire cities or countries can be covered with a few base stations, no longer requiring the upfront rollout and maintenance of thousands of nodes as in traditional mesh networking. This has made IoT possible now, with minimal infrastructure investment.*

Olivier Hersent

Chairman & CTO of Actility

*To encourage the mass adoption of low cost, long range machine-to-machine connectivity, open ecosystems are critical. In addition to IBM's support of the LoRa Alliance we have also released the IBM 'LoRaWAN in C' as open source under the Eclipse Public License.*

Dr. Thorsten Kramp

Master Inventor, IBM Research

*LoRaWAN has taken intelILIGHT, our already proven street lighting management solution, to a whole new level. The entire system becomes even easier and faster to install, with a minimal investment, unprecedented reach and unlimited Smart City applications. It truly is a game changer.*

Mozes Lorand

CEO of FLASHNET

*Low Power Wide Area (LPWA) Networks are an excellent connectivity solution. They complement well with existing M2M business. In order to deploy dedicated solutions and sensors all around the world, an open standard is needed to ensure*

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*interoperability. Therefore, the LoRaWAN R1.0 protocol is a major step for the LoRa Alliance and its supporting members.*

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*Chief Technology Officer, Proximus*



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