

● Press Release ●

LoRa® Alliance Holds First All Members Meeting And Open House In The USA And Continues To Drive Global Adoption Of LoRaWAN™

SAN RAMON, Calif. - March 29, 2016 - The LoRa® Alliance is one of the fastest growing Internet of Things (IoT) alliances, having gained over 250 members since March 2015, and today announced that the first All Members Meeting and Open House in Santa Clara April 4-6, hosted by Cisco, will be a major force in driving LoRaWAN. adoption in the USA.

Currently over 50,000 people are working on LoRaWAN solutions, there are nationwide deployment plans publicly announced for 15 countries, and there are live networks operating in over 100 cities in the world serving numerous IoT applications and delivering an ROI for the end customers.

There have been over 6,500 downloads of the open LoRaWAN specification for secure, carrier-grade low power wide area networks, which has contributed to a mature and developed ecosystem. This was demonstrated at Mobile World Congress 2016 in Barcelona where over 120 end products and numerous gateway and network server options were showcased, some of which were demonstrated on the live citywide LoRaWAN network sponsored by Actility. Tracking taxis thorough the city with devices from Abeeway and the MicroChip development kits that were available for people to take and use on the network attracted a lot of attention. The MWC booth was sponsored by many members of this ecosystem: Actility, everynet, MicroChip, MultiTech, MyDevices, Orbiwise, Semtech and Senet, who were all busy for the duration with visitors to the booth. The innovative booth design was used in several news videos of MWC, especially the yellow cow!

"The LoRa Alliance is expanding its membership on a global scale and this first USA All Members Meeting and Open House will demonstrate the reach of the Alliance," said Geoff Mulligan, chairman of the LoRa Alliance. "There will be an Asian All Members Meeting later this year, confirming that the Alliance is now a global organization and that both driving the adoption of the LoRaWAN standard and being inclusive to all of our members are our top priorities."

The USA meeting for members will be held on the April 4-5, and the non-members open house will be held on April 6. All are welcome. Event details and registration links can be found on the Alliance website: <https://www.lora-alliance.org>.

There will be an update on the specification developments, a session on IoT security, a panel on IoT applications and the exciting launch of our 2016 IoT Innovation Challenge; the theme this year will be revealed at the event.

A LoRaWAN 101 training session using MicroChip development devices working on a live everynet network will enable anyone at the event to learn about and how to use LoRaWAN. An open marketplace for our members to showcase their products in the rapidly growing ecosystem will be combined with a networking reception.

The first LoRa Alliance Hackathon will take place on the April 5; expectations are high for some innovative ideas to emerge during the session. ARM, MultiTech, Semtech and The Things Network will provide the tools and training to develop an ARM mbed-based LoRa application using the MultiConnectRmDot LoRaWAN certified modules communicating to The Things Network platform.

A media event will be hosted on April 6. Interested parties should contact the Alliance for an invitation.

About LoRa Alliance The LoRa. Alliance is an open, non-profit association that has grown to more than 250 members since its inception in March 2015, becoming one of the largest and fastest growing alliances in the technology sector. Its members are closely collaborating and sharing their experience to promote the LoRaWAN. protocol as the leading open global standard for secure, carrier-grade IoT LPWA connectivity. With the technical flexibility to address multiple IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN. is already being deployed by major mobile network operators and is anticipated to widely expand in 2016.

About LoRaWAN The technology utilized 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. 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 large scale 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

[Back to Listing](#)



MENU

- What Is LoRa?
- For Developers
- The Alliance
- News & Events
- Contact

CONTACT

- Contact Us
- Sign up for our Interest List