

## ● Press Release ●

### Second LoRa Alliance IoT Challenge Geared Toward Building A Safer And Smarter Sustainable World Open For Submissions

*The IoT challenge, sponsored by the Red Cross in Kenya, focuses on using LoRaWAN™ technology to improve the lives of those living in marginalized communities*

SAN RAMON, Calif., June 22, 2016 - The LoRa Alliance, the leading technology alliance for the Internet of Things (IoT) and low-power wide area networks (LPWAN), today announced its second global IoT challenge focused on creating a safer and smarter sustainable world with four solution submission categories: food, water, health and safety. The challenge is currently open for submissions until November 1.

Challenge entrants must submit a description of their LoRaWAN™ solution from one of the four focus categories and include the benefits, how it will be deployed or utilized, and a prototype of the sensor or sensing solution. Finalists will receive transportation and lodging to Mobile World Congress 2017 in Barcelona where the winner of the challenge will be named. The winner will be selected by representatives from the Red Cross in Kenya, and the LoRa Alliance Board of Directors will test the winning solution in Kenya with the Red Cross.

"Technology can play a critical role in improving the lives of the most marginalized communities in the developing world," said Safia Verjee, program manager in Disaster Risk Management at the Kenya Red Cross. "LoRaWAN can meet the price points and requirements to scale solutions easily."

"LoRaWAN is ideal for regions that have little or no infrastructure in the developing world," said Geoff Mulligan, chairman of the LoRa Alliance. "LoRaWAN networks can be deployed easily with minimal cost compared to existing cellular networks and can solve critical infrastructure and social issues."

Last year's LoRa Alliance challenge was a huge success with over 200 entries from a variety of solution categories, including health care, security, smart building, supply chain, smart city, manufacturing and more. More information about the LoRa Alliance challenge is available at [www.lora-alliance.org/News-Events/Global-IoT-Challenge](http://www.lora-alliance.org/News-Events/Global-IoT-Challenge).

#### 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 LPWAN IoT networks globally.

#### About LoRa™ Alliance

The LoRa™ Alliance is an open, non-profit association has grown to over 330 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 the multiple IoT applications, both static and mobile, and a certification program to guarantee interoperability, LoRaWAN™ has already being deployed by major mobile network operators globally and is anticipated to widely expand in 2016.

#### Contact:

Tracy Hopkins  
LoRa® Alliance  
[tracy.hopkins@lora-alliance.org](mailto:tracy.hopkins@lora-alliance.org)  
+44 7771766156

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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*

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

▼  
**Geert Standaert**  
*Chief Technology Officer, Proximus*



#### MENU

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

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