LoRa Alliance™
Wide Area Networks for IoT

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•Press Release•

LoRa® Alliance's First All Members Meeting And Open House In Asia Continues To Drive LoRaWAN™ Global Adoption

SAN RAMON, Calif. - September 26, 2016 - The LoRa Alliance, which has recruited over 400 members since launching in March 2015, is bringing its All Members Meeting and Open House to Asia for the first time. The event will be held in Seoul, Korea, 11-13 October, and is hosted by SK Telecom, a national LoRaWAN network operator in Korea, and sponsored by Actility, a global leader in technology and business solutions for the LPWA Internet of Things. The meeting and open house will complement the U.S. event held in Santa Clara in March, and the European event held in Munich in July, demonstrating that the rapidly growing Alliance is now a global organization reaching far beyond its European origins.

Currently over 60,000 people are working on LoRaWAN solutions worldwide. There are nationwide deployment plans publicly announced for 17 countries, and there are live networks operating in more than 150 cities in the world, serving numerous IoT application verticals and delivering real-world ROI for the end customers.

There have been more than 9,000 downloads of the open LoRaWAN specification for secure, carrier-grade low power wide area networks, which has laid the foundation for a mature and developed ecosystem. This maturity was clearly demonstrated at CTIA 2016 in Las Vegas last month, where more than 150 LoRaWAN end products and numerous gateway and network server options were showcased.

Announcements this week from Softbank, Orange, and the UK government with BT confirm that both commercially and technically, LoRaWAN networks have moved beyond proof-of-concept deployments into tangible offerings for real IoT business and are contributing to driving the digital economy of many countries.

"The LoRa Alliance is expanding its membership on a global scale. The reach of the Alliance touches almost all continents only 18 months after its launch," said Geoff Mulligan, chairman of the LoRa Alliance. "We are extremely excited to hold our first member meeting and open house in Asia and are very pleased to have SK Telecom as our host. Our vision of an open standard for low power, carrier-grade IoT connectivity that offers interoperability and roaming between networks worldwide, combined with an open business model, ensures that LoRaWAN is the LPWA solution of choice. This is being endorsed daily by our rapidly growing ecosystem.

"This meeting in Asia demonstrates our growing member ecosystem in the region where we have over 84 members, including SK Telecom, ZTE, Softbank, Foxconn, Augteck, Gemtek, many companies making end devices, and both academic and institutional members," Mulligan said.

The All Members Meeting will be held 11-12 October, and the non-members open house will be held 13 October. 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 LPWA in APAC, a panel on IoT applications and business models and a lot more.

A LoRaWAN 101 training session using development devices working on a live network will enable anyone at the event to learn how to use LoRaWAN.

The Open Marketplace in Seoul, where our members will showcase the products in our rapidly growing multi-vendor ecosystem, will also offer an opportunity to see presentations as well as to network with the companies and see their demonstrations.

Our members will also be available in the LoRa Alliance Pavilion at IoT Week Korea.
http://www.iotweek.kr/2016/eng/main.asp

A media event will be hosted on 13 October. Interested parties should contact the Alliance for an invitation. Places are limited so please reply by return.

About LoRa™ Alliance

The LoRa™ Alliance is an open, non-profit association that has grown to more than 400 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

Alliance

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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, 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 unequaled 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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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

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