



Senet Receives 2017 INTERNET TELEPHONY Product of the Year Award

Senet's Low-Power Wide-Area Network Recognized for Industry Innovation, Rapidly Expanding Coverage and Reliability

Portsmouth, NH – February 27, 2017 — Senet, the first and fastest growing North American provider of public, low-power, wide-area networks (LPWANs) for long-range Internet of Things (IoT) applications built on the LoRaWAN™ protocol, today announced that it's a recipient of a 2017 INTERNET TELEPHONY Product of the Year Award for its innovation and high quality of its LPWAN services across large scale, commercial IoT deployments and business cases.

Senet, a contributing member of the LoRa Alliance™, continues to expanded its network coverage, which now includes more than 225 cities and 23 states across the United States, covering a population of nearly 50 million people. In addition to expanding its LoRaWAN across North America, Senet is aggressively executing partnerships with global IoT solution providers, MVNOs and end device manufacturers to solidify a fragmented ecosystem across the IoT market.

“We are pleased to receive this award in recognition of our efforts to enable IoT applications with market leading LoRaWAN connectivity and complementary communications technologies,” said Dave Kjendal, CTO and Vice President of Engineering at Senet. “Senet recognizes that different use cases require different technologies and we pride ourselves on creating a ecosystem of network technology, and solution partners that can meet a wide range of customer demands .”

“It gives me great pleasure to recognize Senet with a Product of the Year Award for 2017. I have always been impressed with their commitment to excellence and innovation,” said [Rich Tehrani](#), CEO, TMC. “In the opinion of our distinguished judges, Senet’s LoRaWAN has proven to be among the best IoT communications solutions available on the market. I look forward to continued innovation from Senet.”

Senet’s traction in the rapidly growing LoRaWAN market was recently marked by the receipt of two additional [industry award wins](#): the Business Impact Award for the use of its highly-scalable and reliable low-power, wide-area network enabling water utilities to remotely measure and monitor water, wastewater and groundwater systems; and the Connected Home and Building Award given to companies providing innovative solutions to the smart home and building industry.



Senet at Mobile World Congress 2017

Senet will be showcasing its LoRaWAN service provider solutions and at next week's [Mobile World Congress 2017](#), which is being held February 27 – March 2, 2017 at the Fira Gran Via in the Mobile World Capital Barcelona, Spain. Senet will be exhibiting in the LoRa Alliance™ booth, Hall 8.0, #D3.

About Senet, Inc.

Senet, a contributing member of the LoRa Alliance™, is the first and fastest growing public provider in North America of low-power, wide-area networks (LPWANs) with its class-leading LoRa modulation for IoT/M2M applications. LPWANs enable value-driven solutions that can unlock immediate ROI by enabling devices to connect over very long ranges (approximately 15 miles) while delivering very long battery power life (approximately 10 years) for an extremely low total cost of ownership. For applications that require low cost, low power, and long range, the secure Senet network has distinct advantages over cellular, Wi-Fi, and other emerging connectivity technologies for the IoT market. For additional information, visit: <http://www.senetco.com>.

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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 interoperability, the LoRaWAN™ is already being deployed by major mobile network operators and is anticipated to widely expand in 2017.



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.

About TMC

Global buyers rely on TMC's content-driven marketplaces to make purchase decisions and navigate markets. This presents branding, thought leadership and lead generation opportunities for vendors/sellers.

TMC's Marketplaces:

- Unique, turnkey Online Communities boost search results, establish market validation, elevate brands and thought leadership, while minimizing ad-blocking.
- Custom Lead Programs uncover sales opportunities and build databases.
- In-Person and Online Events boost brands, enhance thought leadership and generate leads.
- Publications, Display Advertising and Newsletters bolster brand reputations.
- Custom Content provides expertly ghost-crafted blogs, press releases, articles and marketing collateral to help with SEO, branding, and overall marketing efforts.
- Comprehensive Event and Road Show Management Services help companies meet potential clients and generate leads face-to-face.

For more information about TMC and to learn how we can help you reach your marketing goals, please visit www.tmcnet.com.

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