

Microshare's Charles Paumelle and Multitech's Sara Brown Named LoRa Alliance™ Marketing Committee Co-chairs

SUZHOU, China, 17 October 2017 — Charles Paumelle, a co-founder of IoT Data sharing start-up Microshare and Sara Brown, long-time IoT evangelist, have been named by the LoRa Alliance™ to co-chair its Marketing Committee. The LoRa Alliance works to promote its LoRaWAN™ Low Power Wide Area Network technology as the leading open global standard for secure, carrier-grade Internet of Things (IoT) connectivity.

Paumelle, who is based in the UK, serves as Chief Marketing Officer at Philadelphia-based Microshare, has been active in the LoRa Alliance for years and has led his company's delivery of data sharing software across several projects for LoRaWAN clients, both for public and private networks. He brings more than 20 years of large enterprise transformation through new technology across international markets.

Brown, who is based in the US, serves as MultiTech's senior director of marketing, has been an active participant in the LoRa Alliance marketing committee activities in support of MultiTech, a founding member of the Alliance. She brings more than ten years of IoT and machine-to-machine (M2M) expertise and more than 20 years of technology marketing experience to the Alliance's efforts to raise its profile, promote open standards for low-power, wide area networking (LPWAN) and improve member outcomes.

"Charles and Sara bring an ideal combination of industry knowledge, spanning the LoRaWAN value chain and strategic marketing know-how to take the Alliance to the next level." said Geoff Mulligan, chairman of the LoRa Alliance. "We're delighted to have two such accomplished and respected people driving our marketing efforts."

The LoRa Alliance is an open, non-profit association of 500+ members that believes the internet of things era is now. It was initiated by industry leaders with a mission to standardize LPWANs being deployed around the world to enable a wide variety of IoT applications such as M2M, smart city and industrial.

Paumelle will present at the LoRa Alliance 9th All Members Meeting Open House in Suzhou, China, on 19 October, and will be available in the Market Place to demonstrate how to get more value out of IoT data.

About Microshare.io: Founded as Point.io in 2013, Microshare adopted a new name in 2017 to leverage the emergence of our core product, Microshare™, as the leading data governance solution for the IoT era. Microshare enables data sharing and monetization at scale through its patent-pending multi-party, multi-owner data management platform. Use cases and clients for our offering include property and facilities management, media, transportation, communications and energy. For more information, visit

<https://microshare.io> or contact Michael Moran at mmoran@microshare.io, (+1) 201-264-5751.

About MultiTech: MultiTech designs, develops and manufactures communications equipment for the industrial internet of things – connecting physical assets to business processes to deliver enhanced value. Our commitment to quality and service excellence means you can count on MultiTech products and people to address your needs, while our history of innovation ensures you can stay ahead of the latest technology with a partner who will be there for the life of your solution. For more information, please visit www.multitech.com.