



LoRa Alliance™ to Showcase Rapidly Growing Adoption and Cross-Industry Usage of Open LoRaWAN™ Internet of Things Networking Standard at CES 2018

Members Airgain, GNS, OrbiWise, OrionM2M, TrackNet and Ubicquia to Demonstrate Real-Life Applications in Key Vertical Markets

LAS VEGAS – Jan. 04, 2018 – [The LoRa Alliance™](#), the global association of companies backing the open [LoRaWAN™ standard](#) for Internet of Things (IoT) low-power wide-area networks (LPWANs), announced that it will showcase the latest member products and applications leveraging the open LoRaWAN standard at CES 2018. The LoRaWAN protocol is seeing rapid global deployment and adoption due to the technology's inherent advantages for IoT applications: low power, long range, highly secure, cost effective and easy to deploy.

“LoRaWAN's rapidly expanding global network footprint and decreasing cost of chipsets/modules are starting to pay rich dividends with a growing ecosystem of products and services. As the LPWAN market matures, the technology's simplicity and low connectivity costs will not only be an important competitive differentiator but also a crucial enabler of new IoT use-cases in B2B and B2B2C markets in 2018,” said Adarsh Krishnan, senior analyst at ABI Research.

“The LoRaWAN approach offers a very compelling business model for IoT applications,” said Geoff Mulligan, chairman of the LoRa Alliance. “Developed as a fully open standard, it can be deployed in public, private or hybrid networks, delivering maximum flexibility. With a 100 percent increase in LoRaWAN network coverage and a stunning 176 percent increase in LoRaWAN-certified products in the marketplace over the past year, the LoRaWAN standard is extremely well-positioned to be the technology of choice for LPWAN applications.”



At CES, the LoRa Alliance will showcase a wide variety of LPWAN application based on the LoRaWAN standard, covering several of the fastest-growing vertical end-markets for IoT. Smart metering, smart home and end-to-end solutions figure prominently among member exhibitors.

“LoRaWAN’s adaptability makes it suited for a myriad of IoT applications, including smart cities, industrial automation, agriculture, logistics, smart homes and buildings, health care as well as consumer products,” said Mareca Hatler, research director for IoT research firm ON World.

The LoRa Alliance will be on-site at CES Jan. 9-12, 2018, in Booth 2121 in the Westgate Resort and Casino. Member demonstrations include the following:

- GNS’ S-Badge solution is the world’s first security system leveraging a multi-sensor LoRaWAN, Bluetooth low energy beacon, multiple data sensors and high frequency RFID technology to track people, property and assets with location monitoring in indoor and outdoor settings. Each badge is individually customized with a printed photo ID on a scratch-proof and water-resistant beveled surface.
- OrbiWise will showcase OrbiWAN, its industry-leading LoRaWAN protocol-based network server, which is the “brains” that allows operators to comprehensively view, manage and update their smart-everything (city, industrial, agriculture, home, other) LoRaWAN networks.
- OrionM2M will demonstrate its end-user devices that leverage the LoRaWAN standard, including: OrionGateway, a LoRaWAN base station for communication; OrionMeter, which collects data from water, gas, electricity meters and transfers it through the LoRaWAN network; OrionLighting, designed to allow street lighting management; OrionGPS, for tracking people, animals, cargo, etc.; and an OrionSecurity sensor for detecting moving objects.
- TrackNet will feature Tabs, its all-in-one, low-cost solution providing peace of mind to busy families. The complete suite of products, accessed by a simple mobile app, gives parents visibility into the location and activities of family members and



valuables as well as the security and health of their home. Tabs products include a Wristband Locator for children or the elderly, Object Locator, Motion Sensor, Door & Window Sensor, Healthy Home Sensor and smart Push Button. In addition, the app provides Wi-Fi parental controls to shield children from inappropriate web content and control how much—and where—they spend time online.

- UBICQUIA® offers municipalities, utilities and broadband service providers the cost-effective and expandable Ubicell™ platform for deploying smart city services. The company will demonstrate how its LoRaWAN network-based, fully integrated streetlight IoT router enables advanced lighting control, utility-grade metering, environmental monitoring, and video and audio applications, in combination with connectivity to other network protocols for gigabit speeds, public Wi-Fi, small cell services and more.

About LoRa Alliance

The LoRa Alliance is an open, nonprofit association that has grown to more than 500 members since its inception in March 2015, becoming one of the largest and fastest-growing alliances in the technology sector. Its members closely collaborate and share experiences to promote the LoRaWAN protocol as the leading open global standard for secure, carrier-grade IoT LPWAN connectivity. With the technical flexibility to address a broad range of IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN protocol has already been deployed by major mobile network operators globally, with continuing wide expansion ongoing. For information about joining the LoRa Alliance, please visit <http://www.lora-alliance.org/join>.

Media Contact: Eric Lawson, Kiterocket, elawson@kiterocket.com, +1 480.276.9572