



LoRa Alliance™ to Demonstrate Market Readiness of LoRaWAN™ Low-Power Wide Area Networking for IoT at Mobile World Congress

- Real-world uses cases validate technology's strengths across a broad range of vertical markets
- Cost-effective LPWA connectivity drives operational efficiencies
- Open ecosystem of more than 500 members leverages multiple suppliers to deliver end-to-end solutions for IoT applications

Barcelona, Spain – Feb. 21, 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 its participation at Mobile World Congress 2018.

This year's booth will feature three demonstration areas featuring end-to-end LoRaWAN IoT solutions for the energy & utilities, smart agriculture, and buildings & industrial applications. There will also be a member Market Place, anchored by [myDevices](#) and [Semtech](#), to showcase the latest products and technologies based on the LoRaWAN protocol. Finally, the winners of the 2018 LoRaWAN Challenge will also be announced during the show.

“2017 was a very strong year for the LoRa Alliance and adoption of LoRaWAN technology,” said Geoff Mulligan, chairman of the LoRa Alliance. “What is clear as we kick off 2018 is that LoRaWAN is a proven, market-ready technology supported by a broad ecosystem of members. This gives device manufacturers and solutions providers confidence they can find the right products to develop their applications and rapidly and easily take them to market.”

[OrbiWise](#) and its partners in the Smart Industry/Building Zone will showcase an end-to-end live LoRaWAN Network that will demonstrate a selection of the many applications that will help improve the life of citizens in cities around the world. Solutions demonstrated will include asset tracking via LoRaWAN Geolocation ([Viloc](#)), building structural health, home & building door/window sensors, and parking space monitoring. These devices will connect via [MultiTech](#) indoor and outdoor LoRaWAN Gateways to the OrbiWise LoRaWAN Network Server and into the [Microshare](#) Smart Facility & Data Management System.

Within the Smart Utilities Zone, MultiTech will be conducting demonstrations showcasing the impact of its IoT solutions for this market, including electric meters, lighting and energy management scenarios. Participating companies include [Andrea Informatique](#), [MCCI](#), [NNN Co.](#), and [Ubicquia](#). Demonstrations feature a variety of types



of MultiConnect Conduit gateways providing LoRaWAN connectivity between the assets and the back-end platforms from the participants.

In the Smart Agriculture Zone, [Everynet](#) will lead the showcase to demonstrate how LoRaWAN positively impacts our food chain from "Farm to Factory." Irrigation and water level monitoring, animal tracking, and pest control through to cold chain monitoring of temperature, humidity and conditions of transport, storage security and provenance of goods. Everynet LoRaWAN gateways and Intelligent IoT Core Network Platform will connect end devices from multiple ecosystem partners and the data from these devices will be visualized in an integrated "Farm to Factory" application in real time.

The member Market Place features gold sponsors myDevices and Semtech, who will be joined by silver sponsors [Digital Matter](#), [Eleven-x](#), [Kiwi Technology](#), [Runtime](#), [Senet](#), [Tektelic](#), [TrackNet](#) and [TÜV Rheinland](#).

In addition to the booth, the Alliance will conduct the LoRaWAN Challenge awards, part of the Navispace IoT/WT Innovation World Cup®. The challenge is a global IoT competition that encourages companies and individuals to develop products that leverage the LoRaWAN protocol. At Mobile World Congress, the following six finalists will pitch their products on stage on Tuesday, Feb. 27 at 5:00 PM in Hall 5, Congress Square CS20:

- Transponders for Small Aircraft and Small Maritime Vessels by FAME Inc. (Philippines)
- Global Environmental Monitoring Network by MagnaSCI SRL (Romania)
- Insulclock® by Insulcloud S.L. (Spain)
- Real-time tracking solution for outdoor sport events by Tech4Race (France)
- Advanced Steam Trap Monitoring by SteamIQ (United States)
- TABS by TrackNet (United States)

Visitors should also [register here](#) to attend the LoRaWAN Challenge pitch session. Additionally, these companies will showcase their solutions on-site at the LoRa Alliance booth alongside Alliance member sponsors throughout the show.

The LoRa Alliance will be in Hall 8.0 Stand 8.0D3 in the Fira Gran Via during Mobile World Congress, taking place Feb. 26 – March 1, 2018. Stop by to learn more about the wide range of applications for, and solutions leveraging, LoRaWAN technology.

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>.

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