

## **LoRaWAN is here to stay! Become a LoRaWAN expert at The Things Conference**

Since the market inception of LoRaWAN in February 2015, hundreds of organizations are committed to using the technology. Over 500 companies have joined the LoRa Alliance, non-profit association committed to developing and promoting the open standard.

LoRaWAN is revolutionizing the way we connect things to the Internet. To meet the increasing demand for LoRaWAN products, The Things Network is organizing **The Things Conference**, world's largest LoRaWAN conference that brings together 2000 LoRaWAN developers, innovators and integrators to **Amsterdam on January 31 and February 1**. Wienke Giezeman, Initiator of The Things Network explains: "*The world is screaming for LoRaWAN experts, capable of creating the next generation of connected solutions. At The Things Conference ideas are shared, experts are born and partnerships are built.*"

### **The Things Conference**

[www.thethingsconference.com](http://www.thethingsconference.com)

January 31 and February 1, 2019

Amsterdam

At The Things Conference, the global LoRaWAN business and developer ecosystem come together to share knowledge about the hard bits of IoT development; the long development cycles and the common mistakes that eat up all your time, money and resources. Content is provided about how to mitigate risks during your LoRaWAN development. *IoT is not a fairytale, it is hard work, persistence and risk.*

**The LoRa Alliance teamed up with The Things Network** to spread the story about LoRaWAN, to boost the number of Alliance members and to increase the number of certified LoRaWAN devices. Four keynotes are lined up for The Things Conference.

**Alper Yegin**, *Vice-Chair of the LoRa Alliance & Co-chair of the Technical Committee, LoRa Alliance*

Alper will share the recent development of the LoRaWAN standard and gives insight in challenges that lie ahead. Included in his talk are developments on interoperability, roaming, security and LoRaWAN 1.1



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## ALPER YEGIN

CO-CHAIR OF TECHNICAL COMMITTEE  
LORA ALLIANCE

Evolution of LoRaWAN as a standard

**Charles Paumelle**, *Co-chair of the Marketing Committee, LoRa Alliance*

Charles will share his personal journey from "IoT Zero" to "IoT hero" and how to best build expertise in the fast-growing, fast-changing world of LoRaWAN to build sustainable business value for customers.



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## CHARLES PAUMELLE

MARKETING CO-CHAIR LORA ALLIANCE  
CO-FOUNDER MICROSHARE.IO

The impossible job of being a complete  
end-to-end IoT expert

**David Smith**, *Co-Chair of the Regional Parameters Committee, LoRa Alliance*

LoRaWAN operates worldwide in disparate regions with many different regulatory schemes. This talk will address our regional parameters standardization efforts as well as certifications,

deployment models and current hot topics in the LoRa Alliance Regional Parameters Workgroup.



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**DAVID SMITH**  
CO-CHAIR OF REGIONAL PARAMETERS  
COMMITTEE LORA ALLIANCE  
CTO MULTITECH

**LoRa Regional Operation  
Worldwide**

**Derek Hunt, Director of Certification LoRa Alliance**

Derek will discuss the process of how a device manufacturer can turn their product into a LoRaWAN Certified device including how to design a range of devices for Certification by the similarity process. Derek will also cover the benefits to the ecosystem of certified devices which will reduce support costs and make reliable products for any network and network conditions.



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## DEREK HUNT

DIRECTOR OF CERTIFICATION

LoRaWAN Certification process and  
benefits to the ecosystem

Join The Things Conference on January 31 and February 1 in Amsterdam.  
**LoRaWAN is here to stay! Let's build the market together**

[www.thethingsconference.com](http://www.thethingsconference.com)

10% discount code: **FRIEND-OF-LoRaAlliance**