WELCOME TO LoRaWAN[™] LIVE







Connections

CEO Keynote

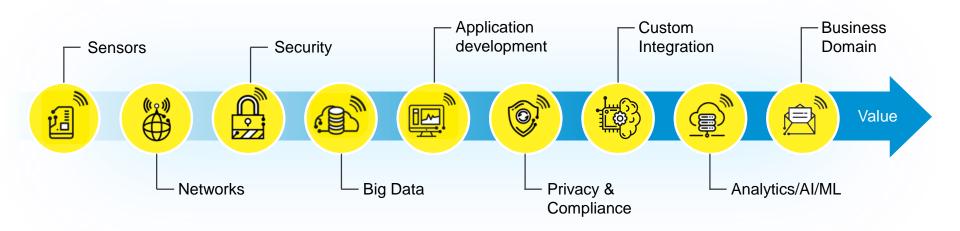
Donna Moore, CEO and Chairwoman LoRa Alliance™





Connections

SUCCESS IN IOT PROJECTS NEEDS EXPERTISE IN



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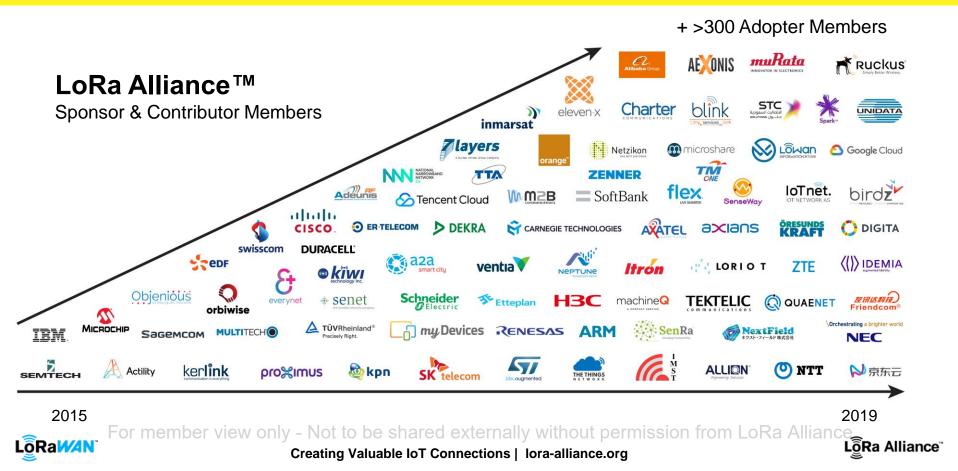
Creating Valuable IoT Connections | Iora-alliance.org

SUCCESS IN IOT PROJECTS NEEDS LORaWAN™ AND THE LORA ALLIANCE

Working with the LoRa Alliance and LoRaWAN technology gives members access to the largest and most dynamic LPWAN ecosystem

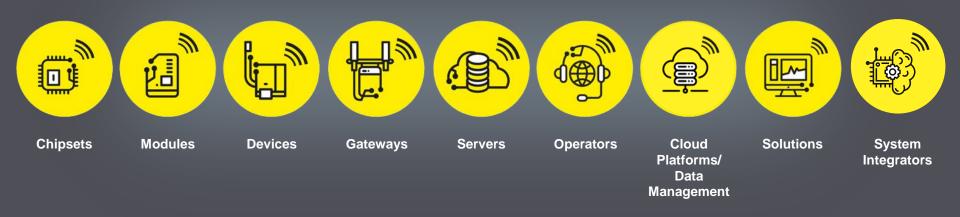


LARGEST LPWAN TECHNOLOGY ALLIANCE



LoRaWAN™ ECOSYSTEM — COMPLETE IOT SOLUTIONS

Silicon to Solutions



OUR GROWTH CONTINUES

LoRaWAN™ Network Coverage: 60% Growth in 2018

100+ LoRaWAN Network Operators

100+ Countries with LoRaWAN Deployments





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LIASONS AND COLLABORATIONS



IoT Connectivity Alliance



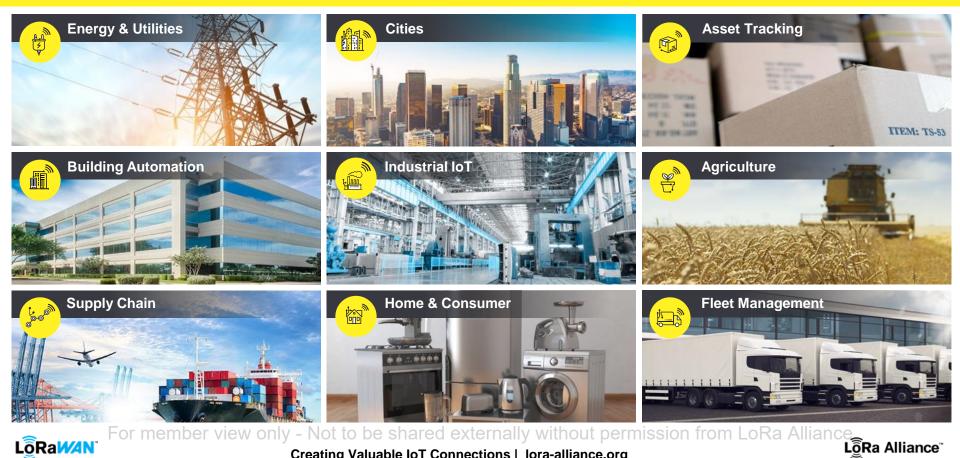




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WIDE RANGE OF VERTICAL MARKET DEPLOYMENTS



Creating Valuable IoT Connections | Iora-alliance.org

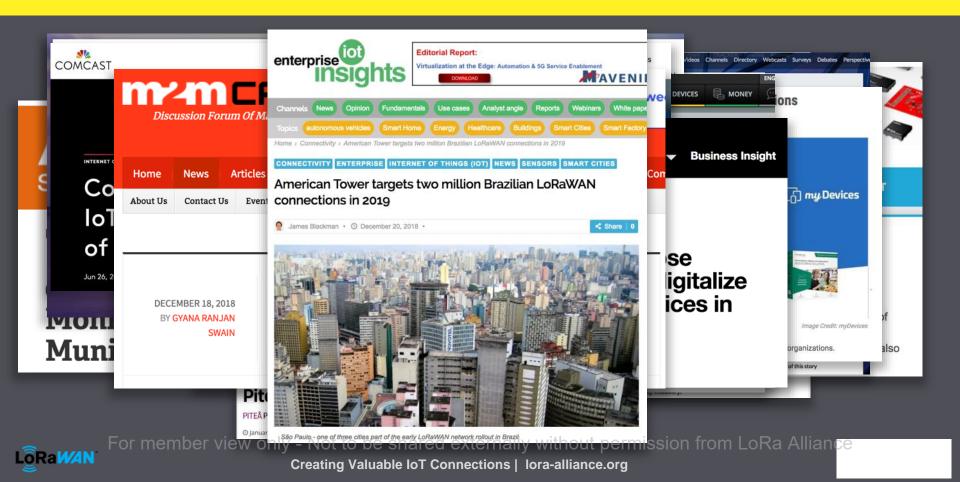
WHAT'S UNIQUE ABOUT LoRaWAN™

Differentiators & Benefits



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SUCCESSFUL DEPLOYMENTS ARE HAPPENING NOW



LoRaWAN[™] LIVE: LoRaWAN IN ACTION!











orbiwise



TEKTELIC communications

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BECOME A MEMBER! LEARN MORE ABOUT THE ALLIANCE



DON'T MISS OUT!

lora-alliance.org | @loraalliance



-

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WELCOME TO LoRaWAN™ LIVE

Ali Hosseini, Marketing Committee Co-Chair, LoRa Alliance™











VENTURE INDUSTRIALISTS

Venture Capital Perspectives of LoRaWAN[™] and the IoT Market

Ken Forster Managing Director

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Connected Industry Growth Partners



We are Venture Industrialists



Deep Industry Practitioners

A deep bench of 20+ Connected Industry leaders across the US and Europe including the former CTO of GE Oil & Gas, CTO of IBM Watson, Chief Architect at Schneider Electric as well as founders of leading startups



2 Experienced Growth Partners

Industry-recognized Advisory, Talent and Ventures practices; **integrated**, **end-to-end to exclusively focus on Connected Industry Digitalization**

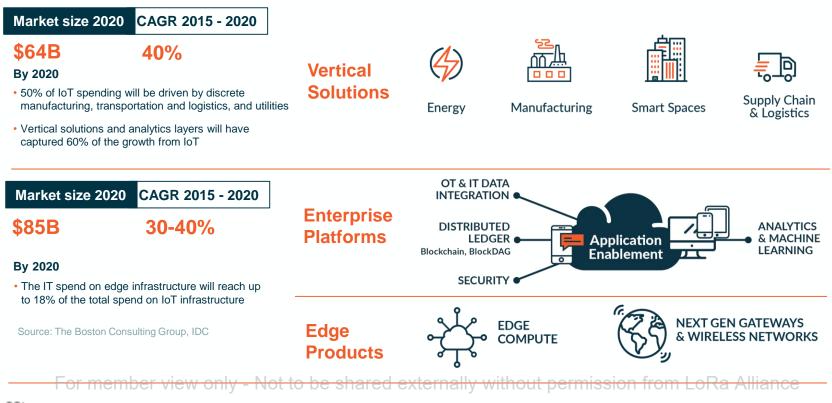


3 Purpose-Driven, Disciplined Investors

We invest with purpose, precisely cultivating and accelerating growth toward a healthy exit – **We call this orchestrated exits**

Connected Industry Fund, Ecosystem building ('full stack')

Investing at the intersection of Vertical Solutions and Enabling Technologies



Growing our impact and influence

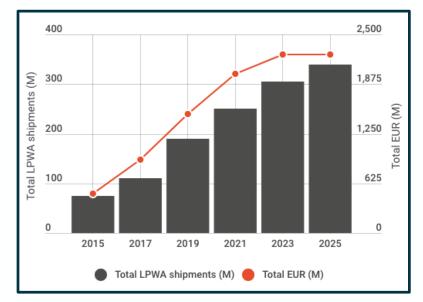


Why invest in Low Power, Wide Area Networks?

High growth, strong fundamentals, underserved by traditional VC



- LPWA networks are the DNA of IoT, enabling innovative solutions
- Global LPWAN market to grow from \$1bn in 2016 to \$24B in 2021, 89% CAGR
- LPWAN units shipped rising from 109M in 2017 to 339M in 2025
- One billion LPWAN sensors to be deployed by 2020
- Space underserved by traditional Venture Capital due to HW + Infrastructure bias



Source: MarketsandMarkets, LoRa Alliance, IDATE, Business Intelligence

Why invest in LoRaWAN?

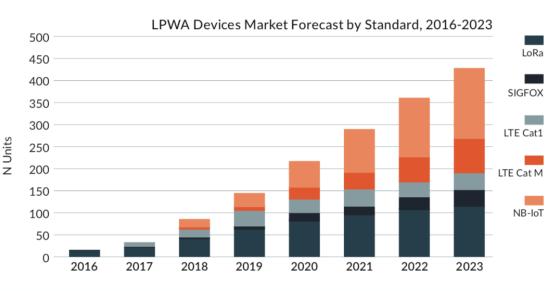
Strong initial traction, competition slow, market share opportunities

LoRaWAN is De Facto Standard

- 80M+ connected devices
- 60K+ developers (TTN)
- 10K+ networks
- Backed by giants
- Supported by this alliance

Licensed Spectrum offerings validate/complement

- NB-IoT: 116 operators actively investing, 59 deployed/commercial networks
- LTE-M: 47 operators actively investing, 19 deployed/commercial networks



Source: Takeshi Niwa, Techno Systems Research (TSR)

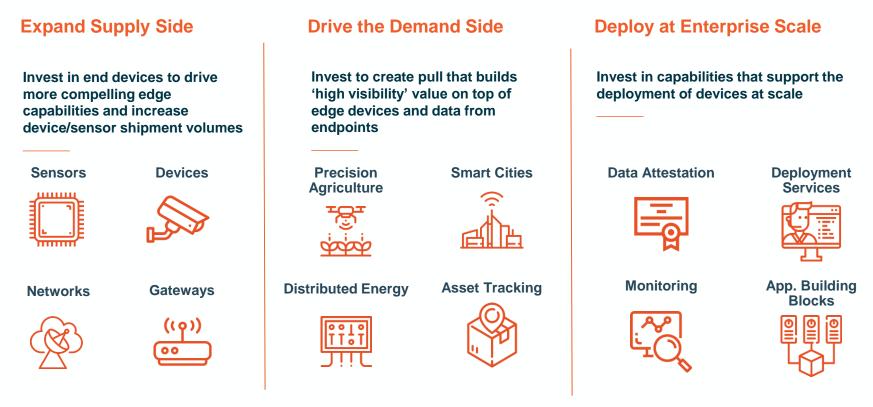
LoRaWAN uniquely-positioned to benefit from investment

Flexible deployment and business models inspire innovation, strong ecosystem

	BUSINESS MODEL FLEXIBILITY	Different business models in terms of network deployment that give freedom of choice to B2B customers (public, private and community networks)
	CRITICAL MASS	Availability: Already deployed in very large volumes globally making it the most deployed LPWAN technology as of today
ୢୖୄ	OPEN ECOSYSTEM	Open-source protocol is based on industry collaboration, allowing us to achieve a stronger technology that is truly future-proof
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	VAST APPLICABILITY	Strength and coverage in all key vertical markets with numerous, sustainable use cases



LPWAN Ecosystem Investment Thesis



Announcing our LPWAN Fund

LPWAN Ecosystem Fund

- \$25M (min.), \$50M (target)
- Strategic Investor led
- Global
- Seed and Series A
- \$500K to \$1.5M investments
- First Closing: February
- First Investment: February



Connect with us



Ken Forster

Managing Director ken@momenta.vc



Laura Westby

Partner laura@momenta.vc



Stephen Berard

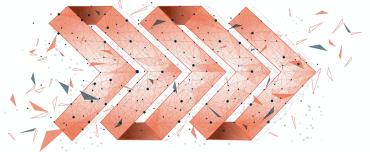
Strategy Partner stephen@momenta.v c



Lee Carter

Principal lee@momenta.v c

CONNECTED INDUSTRY GROWTH PARTNERS[™]



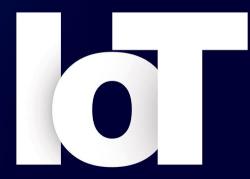


LoRaWAN[™] Around the World

David Smith, CTO, MultiTech & LoRaWAN Ambassador







Connections

LoRaWAN Worldwide

What is so complicated?

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LoRaWAN Around the World

The world is a big place

- There are 195 different countries in the world today, plus several dozen additional other entities
 - 193 are members of the United Nations
 - The ITU (International Telecommunication Union) manages common spectral use for the UN
 - Frequency assignment authority is granted to governments
 - Many small or developing countries have no frequency assignment authority in place



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Deployment & Operation

So what do you need?

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LoRaWAN Around the World

To successfully deploy a LoRaWAN Network

- An understanding of intended offered services and supported use cases
- Know which Target countries or regions to deploy in
 - For each Target country or region you need:
 - Regulatory compliance
 - LoRaWAN Channel plans
 - Back end cloud entities



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LoRaWAN[™]

Resources

How can we help?



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LoRaWAN Around the World

Regional Parameters Work Group

• What do we do?

LôRa

- Regional Parameters Work Group creates, manages and maintains the OTA operation of LoRaWAN worldwide
- Specifies operating procedures for every supported region for every supported class of operation
- Develops mechanisms to spur rapid deployment of interoperable endpoints
- Defines new capabilities to expand market footprint

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Reference Documents

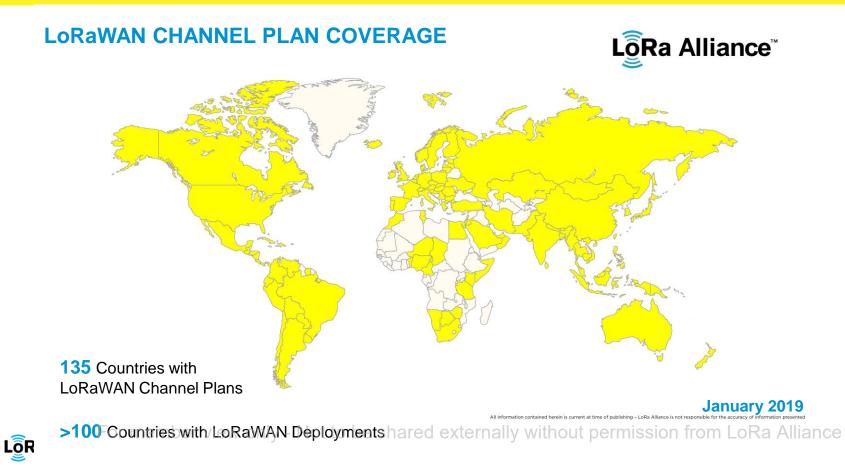
- Channel Plans and more...
- Regional Parameters Specification:
 - Specifies the physical layer operation of LoRaWAN
 - Specifies details of Class A, B and C operation
 - Provides channel plans that are mapped to countries and regions
 - Next release is planned for next AMM in San Diego
- Regional Regulation Summary:
 - Provides a wealth of information on a per-country basis
 - Newly switched to the ISO 3166-1 Country name codes
 - Document is updated regularly

LôRa



LoRa Alliance

LoRaWAN Around the World



₹a Alliance[™]

LoRaWAN Around the World

Important Regional Changes

- Spectrum allocations change over time
- Areas where additional spectrum will be added:
 - European Union:
 - Added SRD portions are 870-874.4 MHz and 915-921 MHz
 - · Not all EU members will implement due to local use conflicts
 - Will take some time before actually being available
 - Australia:
 - Added portion is 928-933 MHz
 - · Additional spectrum has a several year transition period
 - · New frequencies have different regulatory requirements

Upcoming Developments

- Cool new stuff we are working on
- World-wide Wake-up
- LoRaWAN in licensed bands
- LoRaWAN in Space
- Superplans

LoRaWAN Around the World

QUESTIONS? THANK YOU.





NFC Forum – LoRa Alliance Liaison: Example of Firmware Upgrade Problematics

Daniel Merino





Connections

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LoRa<mark>WAN</mark>

NFC Technology at the glance

An interactive technology enabling engagement with IoT devices

- Near Field Communication, a short range wireless technology
 - Operating at 13.56MHz
 - Based on the RFID HF standard (ISO14443 & ISO15693)
- Interactive and zero power, enabling convenient connection to the IoT
 → NFC-enabled mobile phone can engage with items by a simple tap
- NFC is developed by the NFC Forum
 - Interoperability between devices
 - Standardized use cases (web link, Bluetooth handover,...)
- Fast growing deployment in Mobile phone
 - In 2018, two in three phones to come with NFC











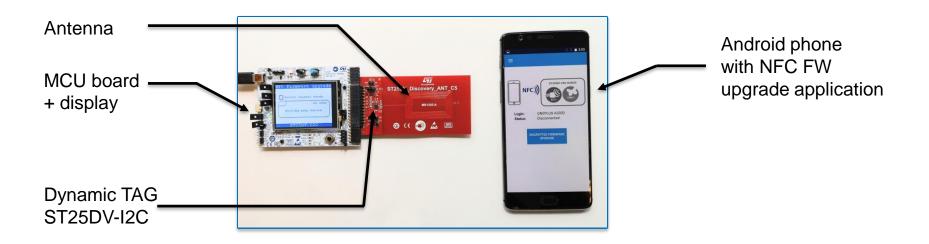
Practical Firmware Upgrade with NFC



- The Dynamic NFC Tag is connected to the end-device microcontroller with an I2C link.
- The Dynamic NFC Tag and the Phone / Reader exchange data with contactless short range NFC technology.



NFC Demo Brief Overview



- The firmware file of 95kByte is transferred in 45 seconds (depending on phones).
- All the transmission is encrypted.
- If the phone is removed from the field and back, the transmission resumes.

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LoRa ALLIANCE[™] CHAIRS PANEL

Look for the Logo: Tested & Certified

E LORALAN CERTIFIED

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ATC LoRaWAN Network in Brazil – What We Have Experienced So Far

Daniel Laper, New Business Development, American Tower Brazil



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American Tower

Tower company leader

in Brazil, with ~30-35% marketshare

> Main provider of telecom infrastructure

in the country

Global **17** countries Presence 170.000+ sites in the world 19.000+ sites in Brazil Germany France Mexico Costa India Nigeria Colombia Brazil Uganda Gana Peru Paraguai Chile

South

Africa

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Argentina

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Brazil – The Largest Country In Latin America



Source: World Bank / Brazilian Development Bank (BNDES) National IoT Plan / IBPT / Teleco For member view only - Not to be shared externally without permission from LoRa Alliance LoRa MAN Creating Valuable IoT Connections | Iora-alliance.org

The Local Market Is Excited

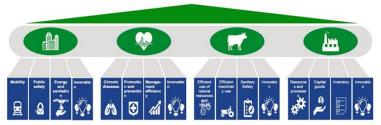
NEWS

Brazil's national IoT strategy gets the green light

By Malek Murison - March 28, 2018

The Brazilian government plans to start implementing a national IoT plan, according to the country's Ministry of Science, Technology, Innovation, and Communications (MCTIC).

McKinsey's IoT strategy plan could boost Brazilian economy by \$200 billion with a focus on healthcare, agribusiness, smart cities and industry



McKinsey's IoT strategy plan could boost Brazilian economy by \$200 billion

🗰 25 June 2018 | Consultancy.lat

A plan by management consultancy McKinsey & Company in conjunction with a local innovative IoT solutions firm has been adopted by the Brazilian Government. The "Action Plan for Brazil" says that the widespread adoption of IoT technologies throughout the country could add up to \$200 billion to the Brazilian economy by 2025.

Latest news



HEAT MANAGEMENT

Source: Brazilian Development Bank (BNDES) National IoT Plan https://www.bndes.gov.br/SiteBNDES/bndes/bndes_en/Institucional/Press/Noticias/2019/20190111_bndes_internet.html https://internetofbusiness.com/brazil-national-iot-strategy/ https://www.consultancy.lat/news/400/mckinseys-iot-strategy-plan-could-boost-brazilian-economy-by-200-billion

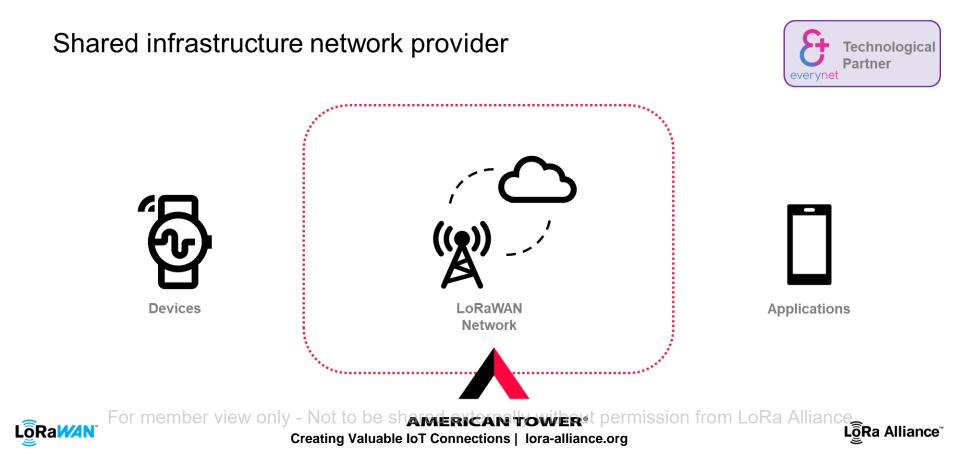


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ATC LoRaWAN Network in Brazil



Pilot Phase: Set/17 to Mar/18

Coverage of São Paulo, Rio de Janeiro and Belo Horizonte, main national metro areas



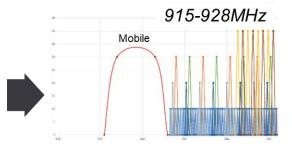
24% of Brazilian GDP ~35MM people More than 15 use cases tested

ATC LoRaWAN Network uses AU915 channel plan as defined for Brazil in the LoRa Alliance regional parameters doc

* compatible with several LatAm countries (AR, PA, CO, PE)

São Paulo





Belo Horizonte



More than 35% of the Brazilian **GDP** already covered

2019 plan:

- Market opportunities/GDP
- •Main roads
- Innovation poles





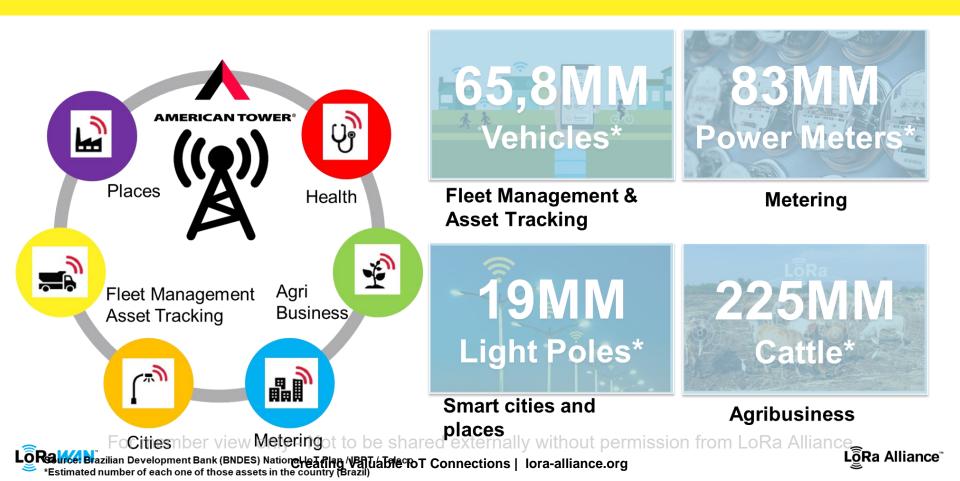
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Main Verticals & Some Interesting Numbers



Use case fleet tracking and stolen car recovery



Rede de IoT da American Tower já trafega mais de 3 milhões de mensagens/dia

Convergência Digital - Carreira Convergência Digital* - 11/09/2018



maxtrack

A American Tower informa, por meio de comunicado divulgado nesta terça-feira, 11/09, que superou a marca de 300 mil dispositivos conectados à sua infraestrutura de rede IoT/LoRaWAN. Em período de testes e com lançamento comercial previsto para o quarto trimestre, a rede que fornece cobertura de longo alcance e baixo custo, encontra-se em processo de ajustes finais. Atualmente a rede já trafega mais de 3,0 milhões de mensagens por dia cobrindo as regiões metropolitanas das cidades de São Paulo, Rio de Janeiro e Belo Horizonte, o que corresponde a cerca de 24% do PIB brasileiro.

"A conquista desse expressivo resultado se deve à parceria estratégica da American Tower com a Maxtrack, especializada em rastreamento e telemetria no Brasil e usuário da infraestrutura da rede IoT/LoRaWAN. Temos como objetivo ampliar significativamente essa cobertura e alcançar, até meados de 2019, mais de 80 cidades brasileiras, aproximadamente 55% do PIB do país. Apenas para essa parceria e segmento são esperados mais de 1 milhão de dispositivos ativados e conectados à rede LoRaWAN até o final desse período. O crescimento vertiginoso nunca visto antes em uma rede como essa só está sendo possível porque o ecosistema do padrão LoRaWAN está pronto, tanto no nível de rede como no nível de signositivos da American Tower Brasil. Jable IoT connections | Iora-aniance.org Sep/2018: 300k devices

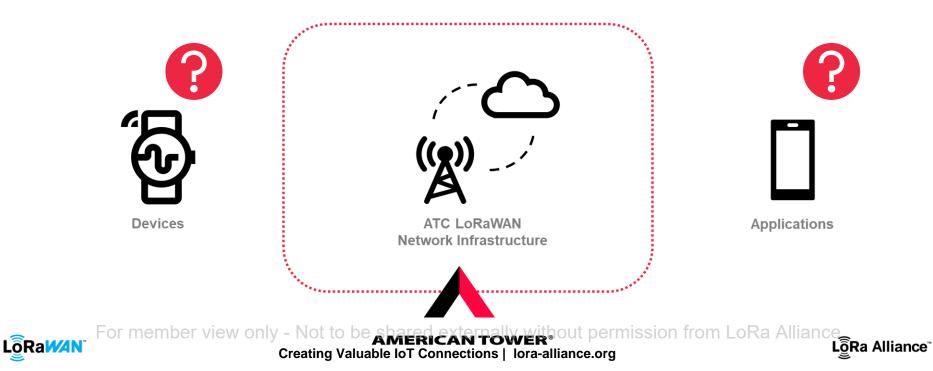
3MM messages /day

Exp. 2019: 1MM devices

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The network is not enough, the ecosystem must be strong

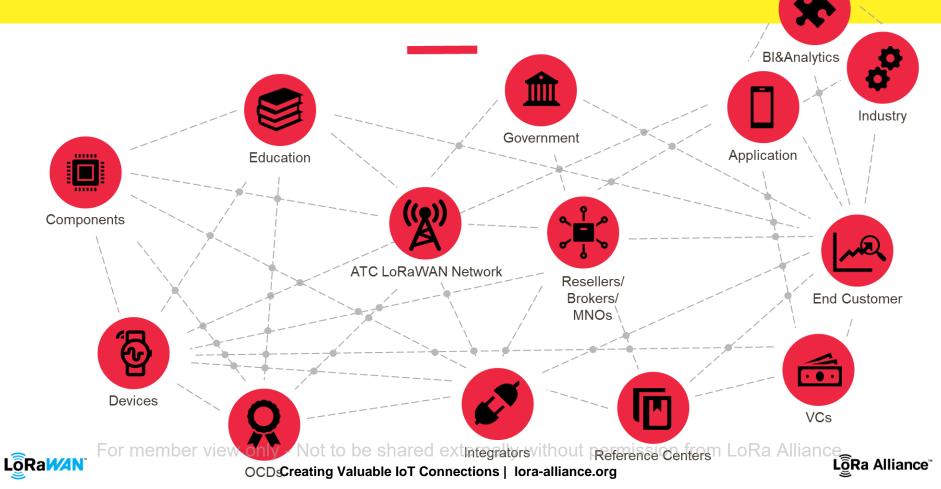


Technological

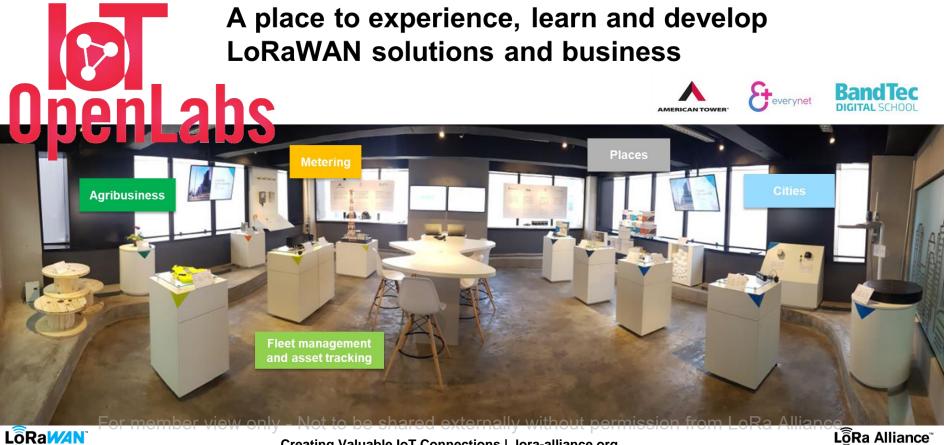
Partner

evervn**e**t

By Ecosystem, We Mean...



IoT Open Labs



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IoT Open Labs – Main Pillars & Media



American Tower cria centro nacional de desenvolvimento de IoT para suportar rede LoRa



Ra Alliance

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Convergência Digital - Carreira Por Roberta Prescott* - 02/05/2018

A American Tower do Brasil (ATC) está apostando em internet das coisas (IoT, na sigla em inglês). Tanto que está construindo uma rede usando a tecnologia LPWAN (low power wide area network) no padrão LoRa (long range) e em frequência não-licenciada (banda ISM, 900MHz). A companhia será fornecedora da infraestrutura de rede compartilhada no atacado e, para fomentar o mercado, anunciou o IoT Open Labs, um centro de experiência e desenvolvimento que tem parceria da ATC com a Everynet e BandTec Digital School.

Creating Valuable IoT Connect AMERICAN TOWER

IoT Open Labs Events

Knowledge Class: Business and technical workshops with all ecosystem representatives





Creating Valuable IoT Connect AMERICAN TOWER

What is the opportunity you are willing to address? Ready for start

member view

Have you developed your solution? Are your devices and applications ready? Ready for PoC

Have you certified your devices? Is the solution fine-tuned? Is the business model defined? Ready for sale

Are you ready to deliver 100? 1.000? What about 1.000.000? **Ready for scale**

> _oRa Alliance L͡<u>ð</u>Ra Alliance

Thank you!

Daniel Laper American Tower Brazil



daniel.giorgini@americantower.com

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Deploying LoRaWAN[™] Solutions in Healthcare

Brian Bielawski, Director of Business Development, Mydevices







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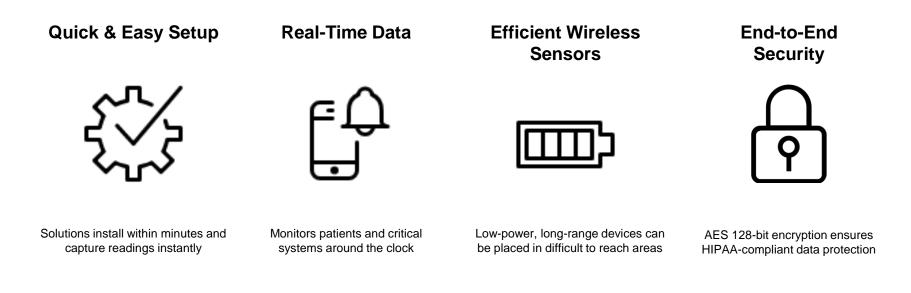
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Why Deploy LoRaWAN Solutions in Healthcare?

 LoRaWAN solutions quickly, efficiently, and reliably monitor high-risk patients and a multitude of healthcare systems around the clock to ensure safety while delivering substantial time and money savings.











Real LoRaWAN Solution Application – Healthcare Refrigeration





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Healthcare Refrigeration Compliance is Complex

- The Joint Commission (TJC)
- Food & Drug Administration (FDA)
- Center for Disease Control (CDC)
- Environmental Protection Agency (EPA)
- State and Local Health Departments





Manual Monitoring is Time Consuming & Expensive

St. Luke's Hospital of Kansas City, MO





St. Luke's Hospital of Kansas City, MO

SIGNIFICANT ROI

	Before	After	
# of units monitored	100	100	CVI
# of readings each day (per unit)	6	72	SA
# of readings per month (all units)	18,000	216,000	\$
# of minutes to check one unit	1	n/a	Y
Avg. employee hourly rate	\$65	n/a	per
Cost per sensor per month	n/a	\$9	
Cost per reading	\$1.08	\$0.004	
Total cost per month to monitor	\$19,500	\$900	

VE OVER \$2,000

refrigerator per year

TOTAL SAVINGS = \$223,200 PER YEAR



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Testimonial – St. Luke's







Other LoRaWAN Solution Applications in Healthcare



LoRaWAN Solutions: Beyond Healthcare

Solutions meet the unique needs of any size facility across multiple vertical markets



Smart Agriculture

Smart Cities

Smart Buildings

Supply Chain/ Logistics

Utilities

Industrial



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Brian Bielawski **Director of Business Development**

Email: bbielawski@mydevices.com Phone: (818) 436-3436





Simulating LoRaWAN Devices

Jan Jongboom Principal Developer Evangelist, Arm





Connections

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Who Am I?



Jan Jongboom

Principal Developer Evangelist, Arm Doing LoRaWAN for the last 4 years

Arm

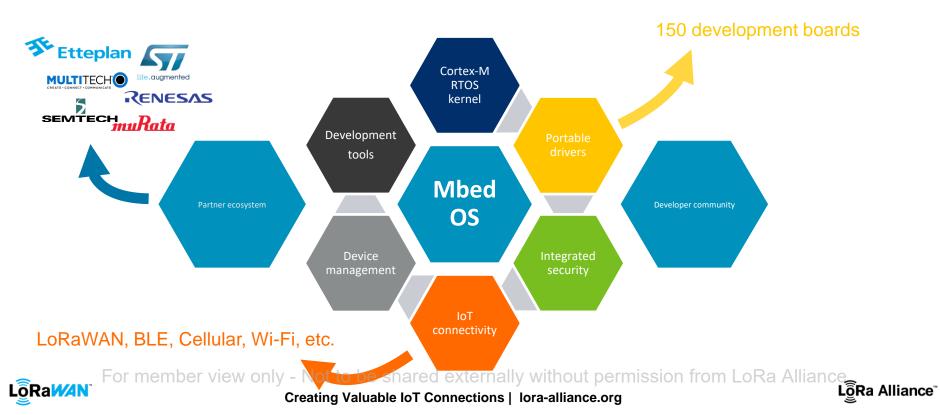
Semi-conductor company 21 billion processors sold last year LoRa Alliance Contributor member



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arm MBED

A free, open source Platform OS targeting IoT end node devices



LoRaWAN is Great, But...



Device connected to multiple gateways with varying backhaul performance

Adaptive Data Rating

Rapidly moving devices

Uncalibrated crystals





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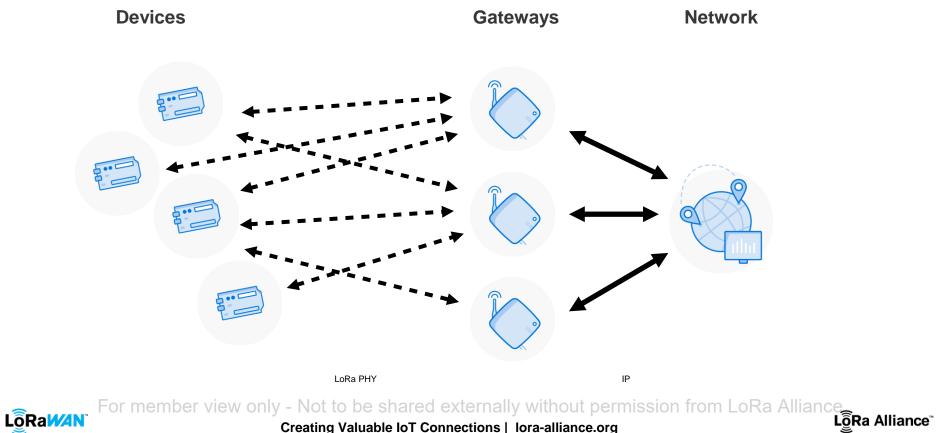
Removing LoRa from LoRaWAN



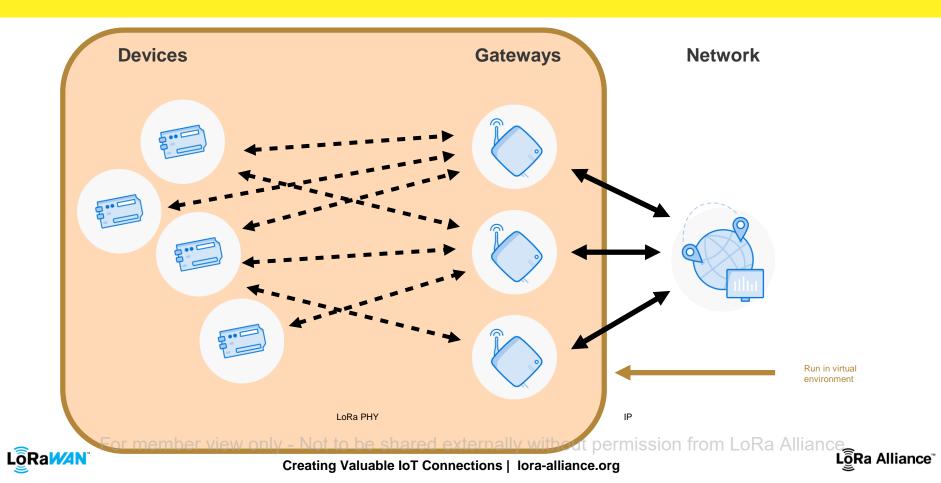
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Device To Network



Device To Network



Run application in seconds

Full control over gateway parameters (RSSI, gateways within reach)

Still LoRaWAN: end-to-end encryption, spreading factors, channel hopping

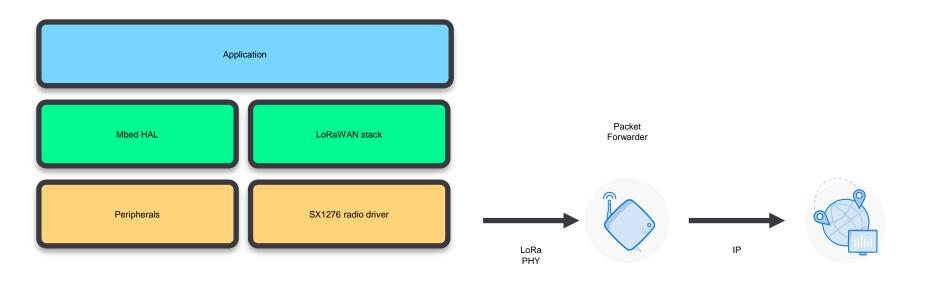
No changes required on network side



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How

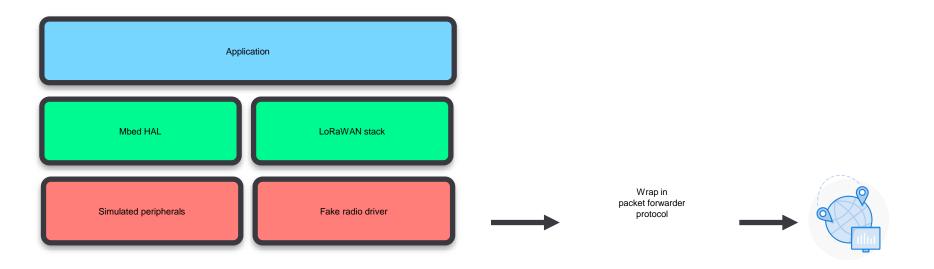
Device



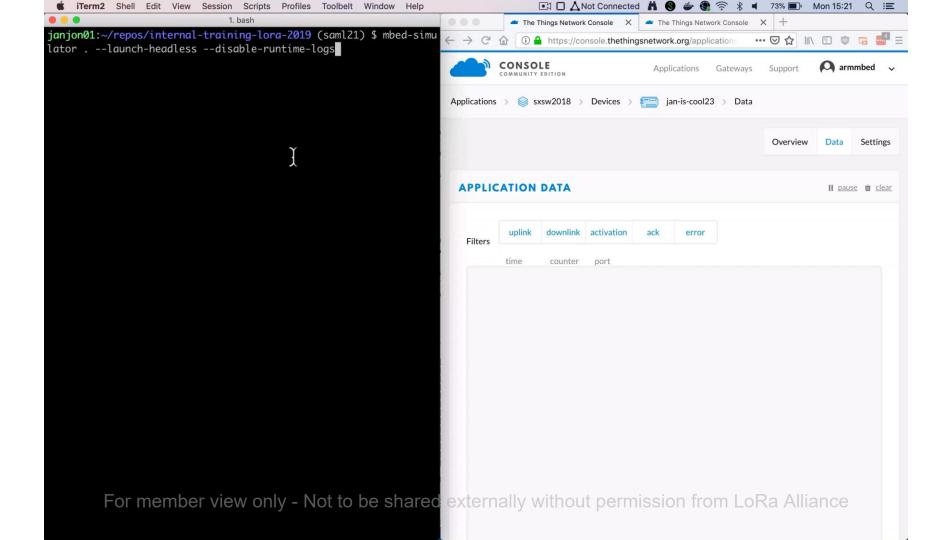
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How

Device



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Frequency Hopping

time	frequency	mod.	CR	data rate	airtime (ms)	cnt
▲ 15:26:08	868.1	lora	4/6	SF 8 BW 125	102.9	12 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:58	867.5	lora	4/6	SF 8 BW 125	102.9	11 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:48	867.9	lora	4/6	SF 8 BW 125	102.9	10 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:38	867.1	lora	4/6	SF 8 BW 125	102.9	9 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:28	868.1	lora	4/6	SF 8 BW 125	102.9	8 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:17	867.5	lora	4/6	SF 8 BW 125	102.9	7 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:25:07	867.5	lora	4/6	SF 8 BW 125	102.9	6 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:24:57	868.3	lora	4/6	SF 8 BW 125	102.9	5 dev addr: 26 02 29 B0 payload size: 17 bytes
▲ 15:24:47	868.3	lora	4/6	SF 8 BW 125	102.9	4 dev addr: 26 02 29 B0 payload size: 17 bytes

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1. node	📕 🔴 🔴 🔷 The T	nings Ne	etwork	Console X The Things Network Console	× +		
RaWAN information:		https	://con	nsole.thethingsnetwork.org/applications		. 🗉 👳	
Gateway ID: ac:de:48:00:00:00:11:22						-	
Packet forwarder host: router.eu.thethings.network				Applications Gateways	Support	🗛 arr	mmbe
Packet forwarder port: 1700 Make sure the gateway registered in the network server r							
ning the *legacy packet forwarder*		sw201	8 >	Devices > 🐖 jan-is-cool23			
plication started in headless mode							
BG][LSTK]: Initializing MAC layer							
ed LoRaWANStack initialized					Overview	Data	Se
laptive data rate (ADR) - Enabled							
BG][LSTK]: Initiating OTAA							
BG][LSTK]: Sending Join Request	DEVICE OVERV	IFW					
BG][LMAC]: Frame prepared to send at port 0	DETTEE OTERT						
<pre>BG][LMAC]: TX: Channel=0, TX DR=5, RX1 DR=5</pre>							
BG][LRAD]: transmit channel=868100000 power=13 bandwidth=7 da	t Application ID	SXS	w2018	8			
ate=7							
nnection - In Progress	Device ID	jan-is-	-cool2	23			
BG][LSTK]: Transmission completed							
BG][LSTK]: Transmission completed	Activation Method	OT	AA				
DBG][LMAC]: RX1 slot open, Freq = 868100000							
BG][LRAD]:][LMAC]: RX1 slot open, Freq = 868100000							
BG][LSTK]: OTAA Connection OK!	Device EUI	$\langle \rangle$	$\stackrel{\leftarrow}{\rightarrow}$	00 A7 7C 67 D2 B1 7F B3			
nnection - Successful							
BG][LMAC]: RX2 slot open, Freq = 869525000	Application EUI	$\langle \rangle$	\Leftrightarrow	70 B3 D5 7E D0 00 AA DF			
mperature: 30.545845							
NF0][LMAC]: RTS = 4 bytes, PEND = 0, Port: 15	App Key	\sim	÷	• • • • • • • • • • • • • • • • • • • •		(Å)	
BG][LMAC]: Frame prepared to send at port 15	,						
BG][LMAC]: TX: Channel=2, TX DR=5, RX1 DR=5							
BG][LRAD]: transmit channel=868500000 power=13 bandwidth=7 da ate=7	Device Address	$\langle \rangle$	⇔	26 02 20 F9			
bytes scheduled for transmission							
BG][LSTK]: Transmission completed	Network Session		+			Ê	
	Key	~	→	•		E	
BG][LMAC]: RX1 slot open, Freq = 868100000 BG][LMAC]: RX2 slot open, Freq = 869525000	App Session Key	.	-			780	

1. node [DBG][LRAD]: transmit channel=868300000 power=13 bandwidth=7 datarate=8 [DBG][LSTK]: Transmission completed [DBG][LMAC]: RX1 slot open, Freq = 868300000 [DBG][LRAD]:][LMAC]: RX1 slot open, Freq = 868300000 [DBG][LMAC]: RX2 slot open, Freg = 869525000 [DBG][LSTK]: Packet Received 30 bytes, Port=200 Message Sent to Network Server Received message from Network Server Received 30 bytes on port 200 [DBG][LWUC]: handleMulticastSetupReg mcIx=0 [DBG][LWUC]: mcAddr: 0xfffffffe [DBG][LWUC]: NwkSKev: 14 03 0c 50 ec 13 2d 1f 90 0d 2e f5 f7 04 fb 1c [DBG][LWUC]: 99 5f 57 c6 cb b7 4a bc 13 d7 6d 4e 46 a8 62 25 FDBG]FLWUC]: minFcFCount: [DBG][LWUC]: maxFcFCount: [INFO][LMAC]: RTS = 2 bytes, PEND = 0, Port: 200[DBG][LMAC]: Frame prepared to send at port 200 [DBG][LMAC]: DC enforced: Transmitting in 2024 ms 2 bytes scheduled for transmission on port 200 [DBG][LMAC]: TX: Channel=2, TX DR=4, RX1 DR=4 [DBG][LRAD]: transmit channel=868500000 power=13 bandwidth=7 datarate=8 [DBG][LSTK]: Transmission completed [DBG][LSTK]: Awaiting ACK [DBG][LRAD]:][LSTK]: Awaiting ACK [DBG][LMAC]: RX1 slot open, Freq = 868300000 [DBG][LSTK]: Ack=OK, NbTrials=0 For messive services network server be shared externally without permission from LoRa Alliance

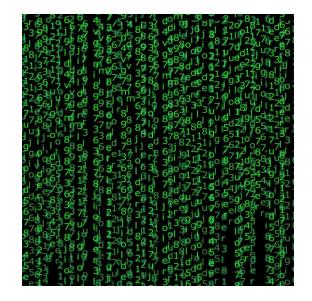
LOR

ince

Radio is hard!

Feedback loop on embedded is long

Simulation is here to save us



https://github.com/janjongboom/mbed-simulator



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Thank you

Getting started with Mbed OS

https://github.com/ArmMbed/mbed-os-example-lorawan

Simulator https://labs.mbed.com

Contact and slides jan.jongboom@arm.com http://janjongboom.com

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