

LoRaWAN® is here to scale!

Wienke Giezeman
CEO The Things Industries



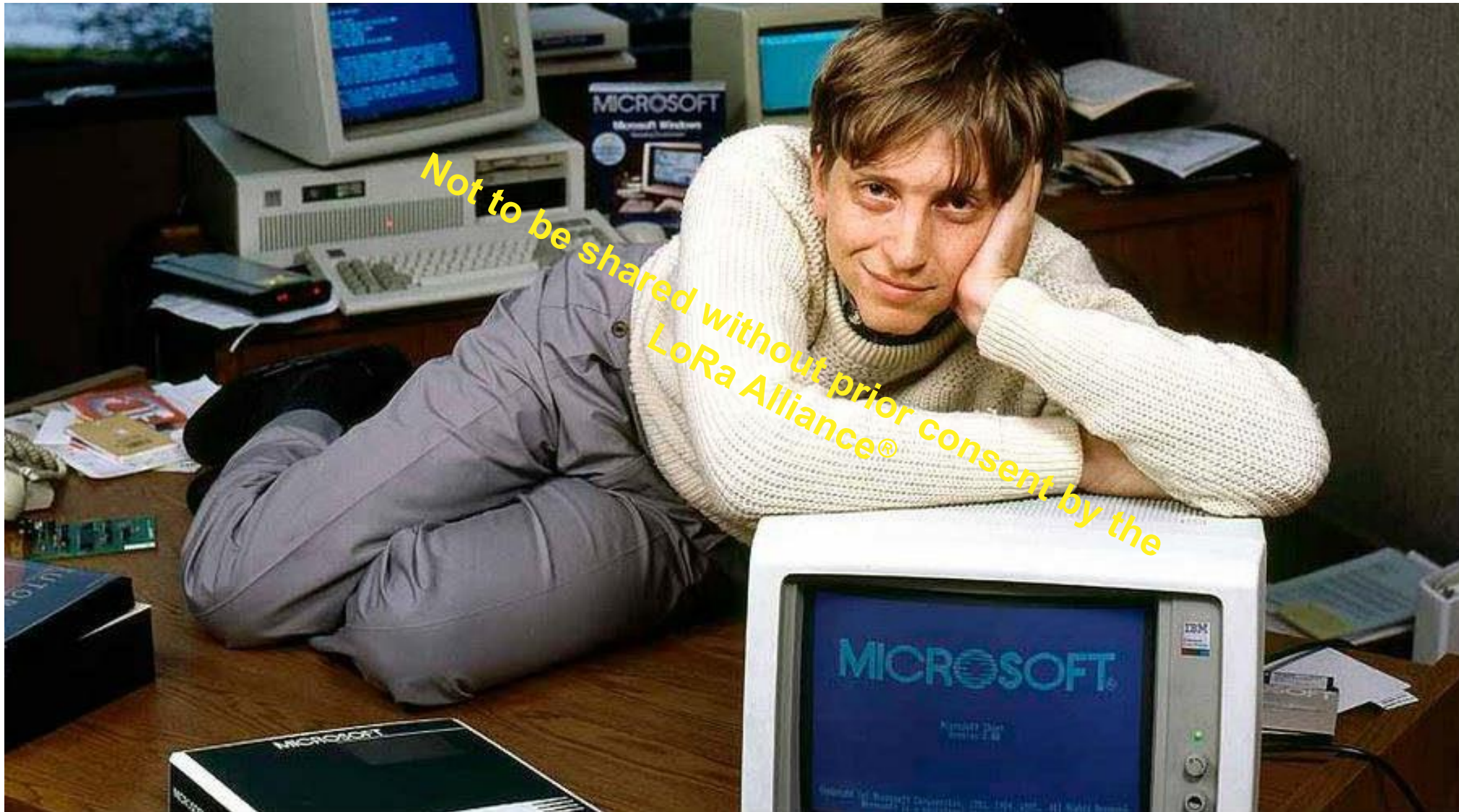
Creating
Valuable

IOT

Connections



Pushing the IoT dream



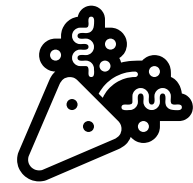
What is the big IoT dream?

1. Ubiquitous connectivity –
Connectivity like water from the tap
2. Devices can easily join the network
like Wi-Fi

*Not to be shared without prior consent by the
LoRa Alliance®*



The Good News



*Not to be shared without prior consent by the
LoRa Alliance®*





**The LoRa Alliance™ has
thought this all through!**



*Not to be shared without prior consent by the
LoRa Alliance®*

The design has already been done!

- Ubiquitous connectivity –
Networks are interoperable! 
- Devices can join any network –
We have a Join Server! 

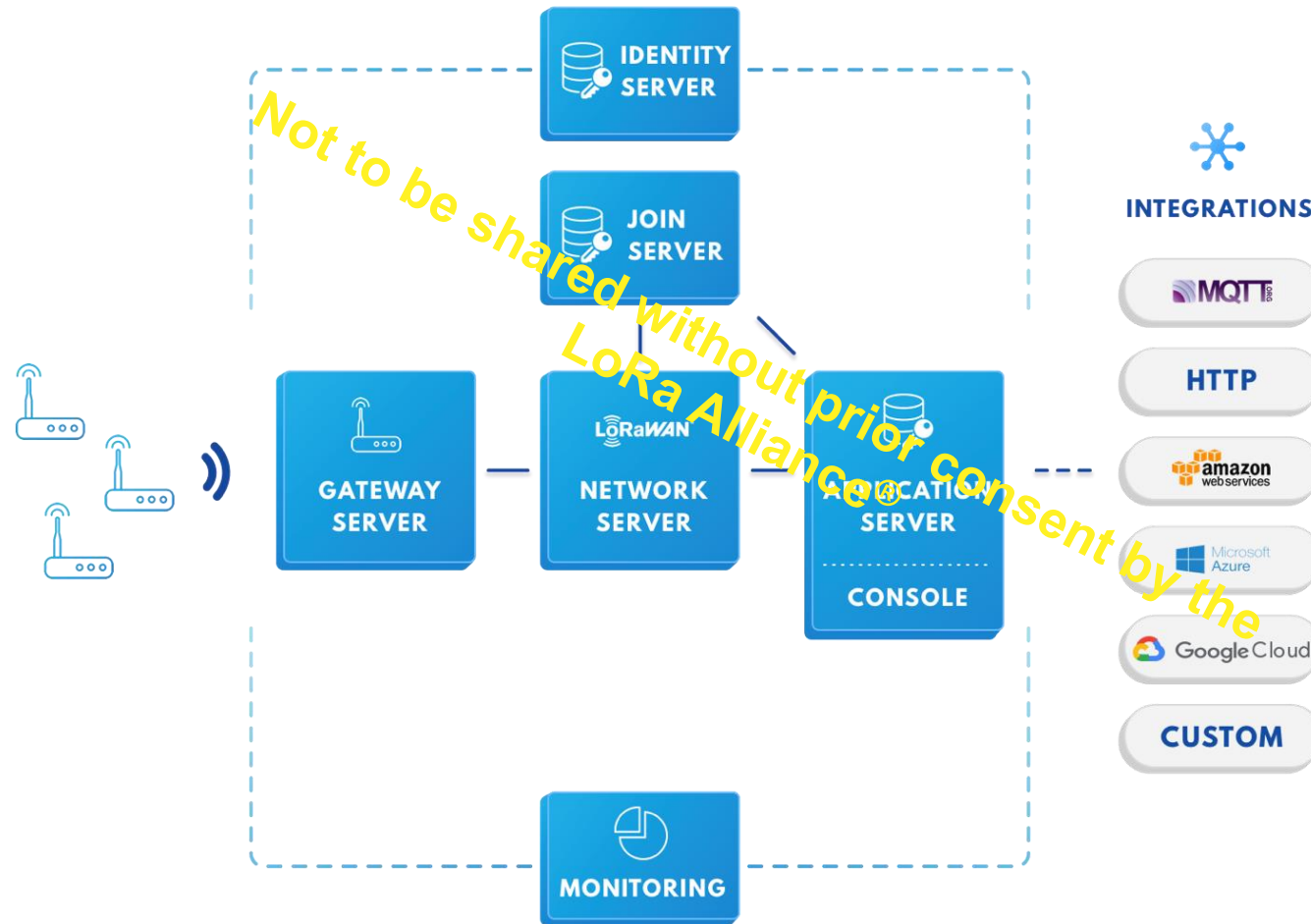
*Not to be shared without prior consent by the
LoRa Alliance®*

And it is scalable because...

- Open standard
- Open spectrum
- Separation of concerns

Not to be shared without prior consent by the LoRa Alliance®

The Architecture



Agnostic Secure Hardware Solutions



Agnostic Join Server Implementation



Conclusion

The members of the LoRa Alliance™ are pushing the IoT dream every day. Pushing global ubiquitous connectivity where devices can join anytime and anywhere.

*Not to be shared without prior consent by the
LoRa Alliance®*

**WELCOME TO LoRaWAN® LIVE
BUSINESS TRACK 2.00PM – 6.00PM**

BERLIN, JUNE 13, 2019



**Creating
Valuable**

IoT

Connections

