Protocol Choice Determines Success: LoRaWAN® Drives Business Value

LoRa® Is the Best-of-Breed Radio Layer for Low Power Wide Area Networks

The LoRaWAN Link Layer Protocol from the LoRa Alliance® Combined with the LoRa Radio Offers Critical Benefits that the LoRa Radio and Proprietary Protocols Do Not

- **RAPID SCALING** with wide device availability and interoperability, and easy to add use cases to an already deployed network
- **MAXIMUM BATTERY LIFE** with up to 100X more efficiency
- **LONG RANGE AND LOW POWER** device optimization—not one or the other
- **OUT-OF-THE-BOX SECURITY** from device to network and application servers
- **BUILT-IN FUTURE PROOFING** with end-point device classes A + B + C and software updates over the air
- **MARKET AND NETWORK FLEXIBILITY** with choice of public, private and hybrid networks and capex and opex financial options
- **BROAD MEMBER ECOSYSTEM** providing opportunities for collaboration and choice of multiple vendors
- **LoRaWAN CERTIFICATION** through the LoRa Alliance is the ONLY approved program to certify devices, which ensures that they will work as intended in all network conditions
- **COST AND TIME SAVINGS** because devices do not require individual design and re-redesign/customization for each network in which they are deployed
- **CONTINUOUS IMPROVEMENTS** ensure LoRaWAN is always ready to address emerging and new market requirements

The LoRa Alliance’s LoRaWAN Standard Provides an Absolute Path for Businesses to Scale

- **HUDE MARKET OPPORTUNITY** LoRaWAN is designed specifically for the sensor-based massive IoT market
- **STRONG ROI** with a low cost to develop
- **EASY TO SCALE** for future growth by expanding value-add applications to an existing network
- **ACCELERATED** time to market after first design for fast ROI

Visit [www.lora-alliance.org](http://www.lora-alliance.org) to learn more.