IoT Marketing Update

30 January 2020

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GSMA Antitrust Policy

- Anti-trust law prohibits (i) agreements (written or implicit) between competitors which may negatively impact consumers or competitors and (ii) sharing of confidential information

- All GSMA participants **must** abide by the following rules:
  - ✓ **DO** clearly identify the positive purpose of each project and follow it
  - ✓ **DO** consult with legal in areas where you are unsure
  - ✗ **DON'T** enter into agreements that restrict other parties' actions or creates barriers to market entry
  - ✗ **DON'T** discuss or exchange information on pricing, business plans, or any other confidential or commercially sensitive data

IoT Marketing Group

AGENDA

Key IoT Events 2020/21

GSMA IoT at CES

MWC Barcelona
Limitless
INTELLIGENT CONNECTIVITY
#MWC20

HANNOVER MESSE 2020
20 – 24 April 2020

LTE-M & NB-IoT LOGO UPDATE

NEW GSMA IoT RESOURCES

Key IoT Events 2020/21

Key IoT Events 2020/21

Event	Date	Location	Description	Co-Marketing Opportunity
MWC20 Barcelona	24 – 27 Feb	Barcelona, Spain	• 10th Mobile IoT Summit (Sunday 23rd) • GSMA Innovation City • Mobile IoT Innovators Session • IoT Seminars	• All sponsorships & speaking slots complete
Hannover Messe	20 – 24 Apr	Hannover, Germany	• IoT Seminar • Demo Exhibition • 5G Manufacturing Forum	
Mobile 360 – Security for 5G	29 & 30 Apr	The Hague, Netherland	• Small Exhibition Booth	
MWC20 Shanghai	30 Jun – 2 Jul	Shanghai, China	• The Future IoT Convention • GSMA Innovation City • 5G Manufacturing Forum *(TBC)*	• Sponsorship, speaking & demo opportunity
Mobile 360 – Digital Societies	20 – 22 Oct	Kuala Lumpur, Malaysia	• APAC IoT Summit • Demo Exhibition • 5G Manufacturing Forum *(TBC)*	• Sponsorship, speaking & demo opportunity
IoT Solutions World Congress	27 – 29 Oct	Barcelona, Spain	• *TBC*	
MWC20 Los Angeles	28 – 30 Oct	Los Angeles, US	• GSMA Innovation City	• Sponsorship & demo opportunity
Mobile 360 – Eurasia	11 – 12 Nov	Moscow, Russia	• *TBC*	

Other industry events are being discussed for consideration. Please email Eric (eyu@gsma.com) to recommend any events.

Mobile IoT = TRUSTED IoT

→ Mobile operators and their ecosystem partners are **experienced**, **trusted providers** of end-to-end IoT solutions with existing mobile networks, so are best placed to extend their reach to serve the full range of IoT applications.

→ 3GPP standard technologies LTE-M and NB-IoT **have been** deployed quickly by adapting existing mobile networks to **securely** and **sustainably** scale the market.

→ Mobile IoT networks are available **today** in **all major markets globally**. There have been 130 commercial LTE-M and NB-IoT networks launched by 65 operators (as of January 2020).

→ Focusing on standardised Mobile IoT technologies will allow **cost effective delivery of service** and, with scale, supply mobile modules for devices for **a few dollars**.

→ Mobile IoT networks deliver **extended coverage** and support **low power devices** with **long battery lives**, of **up to 10 years**.

→ Mobile IoT operators support **roaming** and **interoperability** to provide high quality, cost effective global coverage for IoT solutions.

→ Mobile IoT is future proofed as a key enabler in the 5G Era.

GSMA IoT at CES

GSMA

CES Breakfast Briefing: Mobile IoT in the 5G Era

Wednesday, Jan 8, 2020

7:30AM – 9:00AM MGM GRAND, LAS VEGAS

Great panel, content and questions
Registrations 439
Attendance 137
Seniority 53% Dir, VP, C Level or Above

Key Takeaway Messages
- Mobile IoT is evolving with 5G
- Both LTE-M and NB-IoT are being deployed
- More focus on key capability & coverage to realise full IoT market opportunity

David Allen

Advanced Product Development – IoT Solutions

AT&T

Ricky Singh

Director of IoT Products and Solutions

Sprint

Brian Mecum

Wireless Network Vice President, Device Technology

Verizon

Amaia White

Programme Manager, Mobile IoT

GSMA

Developing Secure, Low Cost, Low Power Solutions with Cellular IoT

Wednesday, Jan 8, 2020 | Las Vegas, US

Technology Partners

Supported by

ARDUINO   arm   Curiosity™   Telit

3x workshops held in parallel using Mobile IoT networks in partnership with leading industry players:
- Arduino & Arm
- Sprint
- Telit

2x sponsorships taken for enhanced brand presence (A&A, Sprint)

28 quality developer attendees: engineers, architects, senior and C-level decision makers with developer background

Overview IoT - All over CES and Scaling Fast

Coming together to simplify the smart home

- Hundreds of manufacturers are competing using dedicated applications, platforms and various connectivity protocols. Recognised need to integration with voice control a popular medium. Wi-Fi clearly the dominant wireless platform for the smart home.

More Robots

- LOVOT (the huggable robot); Samsung's Ballie (robot that rolls around the house); Charmin's RollBot (toilet paper delivery bot); Guardian XO's exoskeleton; and Omron's cobots

Health matters… even more

- The focus in 2019 on wearables and sleep was extended this year to include medical sensors for home diagnostics and monitoring to measure blood glucose, fertility, arrhythmia, blood oxygen and, in some cases even communicate with health professionals.

Vehicles, present and future

- Players not typically associated with auto tech such as Panasonic, Sony and LG Electronics also showcased how their technology will feature in vehicles. As well as Alexa everywhere…

Data and AI

- Vendors are looking to create services and experiences: cases in point are LG Electronics' vision of "everywhere is home" and Samsung announcing this as the "age of experience". Both these highlighted the importance of AI in creating personalised experiences to make our lives more convenient.

Conclusion

IoT is not just about devices being connected, it is about the benefits it delivers to end-users, be it consumer or enterprise. CES 2020 proved that the industry has started to move in the right direction.

A plethora of paired fitness bands

Skiin Connected Health & Wellness System

Vision S – Sony Vehicle

Land Rover is showcasing its dual-eSIM connectivity

Source - GSMA Intelligence https://www.mobileworldlive.com/blog/intelligence-brief-what-were-the-hot-topics-of-ces2020/

GSMA IoT at MWC20

Sunday 23 Feb	Monday 24 Feb	Tuesday 25 Feb	Wednesday 26 Feb	Thursday 27 Feb
10th Mobile IoT Summit **THE 5G ERA** Hotel Hesperia Barcelona Tower Sunday, 23 February 2020	**GSMA SEMINAR: BEYOND CONNECTIVITY THE POWER OF PARTNERSHIP** MWC20 BARCELONA MONDAY 24 FEB, 14:30-16:30 CONFERENCE CENTRE CC4.2	**MAKE BREAK INNOVATE WITH MOBILE IoT** MWC BARCELONA 2020	4YFN at Fira Montjuic Tuesday, 25 February	10:00 - 12:00 GSMA MOBILE IoT INNOVATORS	**IoT SAFE** Robust and Effective IoT Security at Scale MWC20 BARCELONA	GSMA SEMINAR Wednesday, 26 February 2020	13:30 - 15:00 Conference Centre CC 1.1, South Entrance (Level 1)	
	IoT PSG Meeting	**5G THE NXt OF MANUFACTURING** Tech Mahindra	**GUTMA CONNECTED SKIES** 26 February 2020 MWC20 Barcelona	Fira Gran Via	
	5G in Manufacturing CXO Roundtable *(by invitation)*			
	Mobile IoT Forum Dinner	**Connected Skies Ministerial Session**	**5G in Manufacturing Forum Initiation**	

GSMA Innovation City 2020

TOPIC TOURS MWC Barcelona

10th Mobile IoT Summit

THE 5G ERA

Hotel Hesperia Barcelona Tower
Sunday, 23 February 2020

Platinum Sponsor

HUAWEI

Silver Sponsors

altair
A Sony Group Company

arm

ERICSSON

POLTE
Positioning Technologies

Analyst Partner

GSMA
Intelligence

THE 10TH MOBILE IoT SUMMIT

Date	Sunday, 24 February 2019
Time	12:00 – 13:00: Lunch 13:00 – 17:15: Mobile IoT Summit 17:15 – 18:15: Networking Reception
Venue	Hesperia Barcelona Tower Hotel near Barcelona Airport (map)
Format	500-seat auditorium with demo area at the foyer
Agenda & Speakers	https://www.gsma.com/iot/events/10th-mobile-iot-summit/
IoT Demos x 10	https://www.gsma.com/iot/events/10th-mobile-iot-summit/#expo

Speakers & Demo Partners

Mobile IoT Strong Person

(LTE-M & NB-IoT)

Smart Farming: Weed Elimination with 5G Autonomous Robots

(5G | AI | Big Data | Edge | Machine Learning)

Cloud Ginger: The 5G Intelligent Robot Empowered by Cloud Brain

(5G | AI | Big Data | Machine Learning)

Sustainable Coffee with NB-IoT Precision Processing

(NB-IoT)

5G Connected Cars: IoT Edge and Digital Twin

(5G | C-V2X | Digital Twi | Edge | IoT Device Management)

https://www.gsma.com/iot/events/mwc20-iot-innovation-city/

HANNOVER MESSE 2020

20 – 24 April 2020

Objectives

- Present operators as strategic partners for manufacturing industry
- Communicate power and benefits of 5G and operator managed IoT

Planned Activities

- Delivering the Manufacturing Story
- 5G & IoT Manufacturing Forum – 22 April 2020
- Smart 5G & IoT Manufacturing Seminar – 22 April 2020
- IoT Exhibition (55 sqm for demonstrating up to 3 demos and Mobile IoT modules and dev kits - *TBC*) – 20 – 24 April
- Networking Reception – 21 April
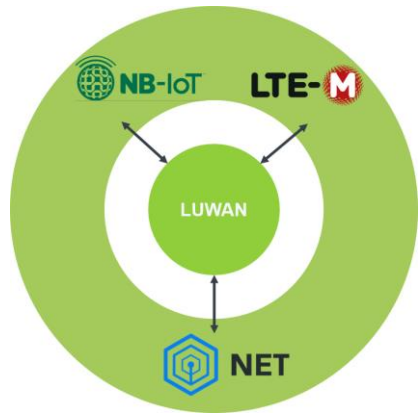
LTE-M & NB-IoT LOGO UPDATE

LTE-M & NB-IoT Logo Update

- Please promote the LTE-M and NB-IoT logos to your strategic partners
- View the Terms of Use, Logo Guidelines and download the logo sets:
  - LTE-M Logo: https://www.gsma.com/iot/resources/ltem-logo/
  - NB-IoT Logo: https://www.gsma.com/iot/resources/nbiot-logo/

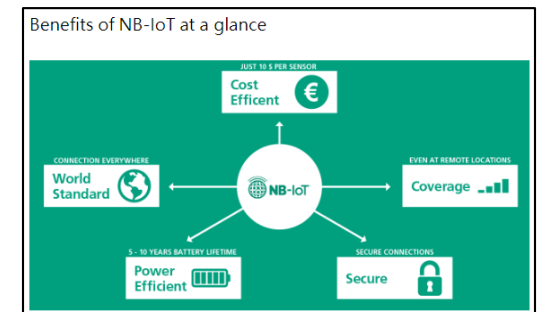Number of Downloads:
- LTE-M: 518
- NB-IoT: 1,309

Source: Traxens

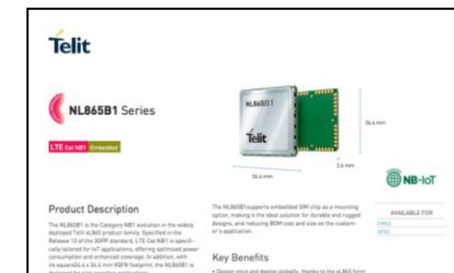Source: Nordic Semiconductor @ MWC19 Los Angeles

Source: Quectel

Source: G+D Mobile Security

Source: Telit

The 5G logo is created and owned by 3GPP. For more details:
https://www.3gpp.org/about-3gpp/1824-logo_5g

NEW GSMA IoT RESOURCES

Title	Programme Area	Asset Type	Link
Getting Started with NB-IoT: Part 1 (Jan 2020)	Mobile IoT Innovators	Video	Here
Critical Communications IoT: Technical Analysis of Service Levels (Jan 2020)	Programme General	Document	Here
Critical Communications IoT: Concepts Paper (Jan 2020)	Programme General	Document	Here
Presentation Decks: Mobile IoT Breaking Briefing at CES2020 (Jan 2020)	Mobile IoT	Presentation	Here
The Benefits of LPWA in the Licensed Spectrum [made by AT&T] (Jan 2020)	Mobile IoT	Video	Here
IoT Based Smart-Grid Solution by Dialog Axiata (Jan 2020)	Mobile IoT	Video	Here
Smart Poultry Solutions by XL Axiata (Jan 2020)	Beyond Connectivity	Video	Here
STARS: Smart Traffic Analytics & Recognition System by TM ONE (Jan 2020)	Beyond Connectivity	Video	Here
Data Delivery Platform for Smart Building by Softhard.IO (Jan 2020)	Mobile IoT	Video	Here
Smart Health Platform by IMEUS Healthcare (Jan 2020)	Programme General	Video	Here
Indoor Mushroom Cultivation with NB-IoT Enabled Control Environment by Momoku (Jan 2020)	Mobile IoT	Video	Here
Smart Access Management of Facilities by igloohome (Jan 2020)	Mobile IoT	Video	Here
Connected Urban Airspace Management for Unmanned Aircraft by Garuda Robotics (Jan 2020)	Drones	Video	Here
SMARTernak: AIoT-powered Cattle-farm Assistant Platform by DycodeX (Jan 2020)	Mobile IoT	Video	Here
Industrial IoT Solutions for Manufacturing, Logistics & Utilities by Daviteq (Jan 2020)	Manufacturing	Video	Here
NB-IoT Water Utility Logger by Cre8IOT (Jan 2020)	Mobile IoT	Video	Here
Smart Home Solutions – Easy Control by ACIS (Jan 2020)	Programme General	Video	Here
Case Study: Dynamic No-Fly-Zones (Dec 2019)	Drones	Case Study	Here
IoT SAFE (IoT SIM Applet for Secure End-to-End Communication) (Dec 2019)	IoT Security	Document	Here
Interview with Italgas Reti about NB-IoT Gas Metering (Dec 2019)	Mobile IoT	Video	Here
Transformative IoT – Beyond Connectivity (Nov 2019)	Beyond Connectivity	Video	Here
Cellular Crash Course for IoT Developers – Part 3: Prototype to Production (Nov 2019)	Mobile IoT Innovations	Video	Here
Cellular Crash Course for IoT Developers – Part 2: Cellular Hardware Considerations (Nov 2019)	Mobile IoT Innovations	Video	Here
Cellular Crash Course for IoT Developers – Part 1: Technology Overview (Nov 2019)	Mobile IoT Innovations	Video	Here
IoT in the 5G Era – Opportunities and Benefits for Enterprises and Consumers (Nov 2019)	Mobile IoT	Document	Here

Mobile IoT Resource Library

- We welcome third-party LTE-M and NB-IoT resources to be hosted on Mobile IoT Resources Library for IoT developers and solutions as reference materials

- Filtered by *Both Technologies*, *LTE-M* and *NB-IoT*

- Please submit the following materials to Eric Yu (eyu@gsma.com) for considerations:
    - The document in PDF format, if applicable
    - The source URL of the resources
    - A short blurb of less than 100 words

https://www.gsma.com/iot/mobile-iot-resources/

THANK YOU!

GSMA IoT

https://www.gsma.com/iot/

GSMA Twitter

https://twitter.com/GSMA

GSMA IoT on LinkedIn

http://gsma.at/iot

GSMA IoT YouTube Playlist

https://gsma.at/iotplaylist

GSMA IoT Newsletter

https://www.gsma.com/iot/sign-up-for-newsletter/