



## News Release

### AT&T Joins New Machine-to-Machine Trade Group

#### International M2M Council to Foster Growth by Proving Business Cases

**For immediate release** [LONDON – 15 October 2013] AT&T has joined the International M2M Council (IMC), an organisation that will evangelize the use of machine-to-machine communications (M2M) globally. The IMC announced that AT&T Business Solutions has become a sustaining member of the London-based association, which was formed earlier this year by a group of major solution providers in the M2M industry.

AT&T is expected to play a significant role in the IMC's first major initiative, the development of a library of M2M content, including in-depth user case-studies to inform businesses about the benefits of M2M technology, available solutions, industry best practices and potential cost savings from deployment of M2M services in their businesses.

Sometimes called the "Internet of Things," M2M refers to applications in which computers, sensors and other smart devices exchange data with each other to monitor, control, and gather data from remote machines. The IMC will cover broad areas of new, life-enriching connectivity applications in areas such as connected cars, mobile healthcare, home security, smart grid, asset management, and mobile supply-chain logistics.

With over 15 million connected devices in its network, AT&T is considered a global leader in M2M, and has just opened a new M2M Foundry in Plano, TX (USA) that is intended to serve as a hub of innovation for advancing solutions that connect assets and machines.

"We see the IMC as another opportunity to help educate businesses about how M2M solutions can help to transform their business," said Mobeen Khan, Executive Director, Advanced Mobility Solutions, AT&T Business Solutions, who will serve on the IMC board.

"We welcome AT&T as a major player in the M2M industry," said IMC Chairman Jürgen Hase, vice president of Deutsche Telekom's M2M Competence Center. "AT&T will support us in bringing together global M2M adopters from many different vertical markets into one collaborative environment."

Other sustaining members of the organisation are Digi International, Kore Telematics, Oracle Corporation, ORBCOMM, and Telit Wireless Solutions, as well as Deutsche Telekom. More companies are expected to join in the coming weeks.

*About the International M2M Council (London): the IMC mission is to increase adoption of M2M technology. The group will achieve this by promoting M2M technology to relevant vertical markets, establish business metrics and best practices for M2M deployments, educating professionals about M2M, and advocating for M2M technology with regulators.*

SOURCE International M2M Council

Contact: Keith Kreisher, International M2M Council  
+44.20.7596.8777  
[info@im2mc.org](mailto:info@im2mc.org)