News Release

New M2M Trade Association to Bring "Internet of Things" to Vertical Markets

For immediate release [Las Vegas (May 20, 2013] What do your car, a heart monitor, and the electrical meter on your house have in common? All are being outfitted with communications technology and connected to the "Internet of Things" to provide significant new functions. The International M2M Council is a new trade association that aims to make this kind of connectivity – known as machine-to-machine communications (M2M) – ubiquitous by helping companies install and manage communications between machines.

Launched at this week's CTIA Wireless show in Las Vegas, the IMC already includes influential connectivity providers, software developers, component makers and integrators – the group's founding board is comprised of senior executives from Deutsche Telekom, Digi International, Kore Telematics, Oracle, ORBCOMM, and Telit. The IMC will help those deploying machines in wide-ranging vertical markets by showing that a basic technology set already exists for M2M, and that connectivity is creating new revenue, cutting costs, and easing regulatory compliance.

Unlike existing standards bodies that concentrate on developing technical specifications, the IMC will publish use-cases and business benchmarks for M2M that show ROI for deployments. And the IMC intends to be the first trade organization to service the entire M2M ecosystem, which is global in nature and covers a wide range of vertical markets.

"As the M2M industry enters a new phase of broad-based growth and increasing complexity, now's the time for leadership companies in the M2M community to create a forum where they can share lessons learned, best practices and ideas for future growth," said Patrick Shay, EVP of sales and marketing, of ORBCOMM, Inc., a charter IMC board member and a leading provider of satellite services. "The International M2M Council will serve as a voice for our rapidly growing industry and a bridge M2M solutions providers, users and standard organizations around the globe. Most importantly it will help to propel the growth curve in M2M business and promote best practices internationally."

In addition to ORBCOMM's Shay, the IMC founding board includes:

Juergen Hase, VP M2M Competence Center, Deutsche Telekom

Matt Jennings, VP Digital Solutions Group, Digi International

Alex Brisbourne, CEO, Kore Telematics

Chris Baker, SVP ISV/OEM/Java, Oracle Corporation

Alexander Bufalino, VP Global Marketing, Telit Wireless Solutions

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
+44.20.7596.8777info@im2mc.org