u-blox Joins IoT M2M Council to Reach Broad Range of IoT Buyers

London (16 March 2017): Swiss u-blox, a global leader in wireless and positioning modules and chips for embedded applications known widely as the "Internet of Things", has joined the IoT M2M Council (IMC), a trade group representing 20,000 enterprise users and OEMs that deploy IoT solutions. The IMC's rank-and-file membership serves 24 different vertical end-use markets evenly dispersed on six continents. u-blox recently acquired the cellular module product line of Shanghai-based SIMCom Wireless to broaden its product line and global footprint.

"Our IMC membership reinforces the message that we can deliver our entire range of products anywhere, and we know of no other trade group that has gathered a comprehensive cross-section of IoT buyers on this kind of scale," says Nikolaos Papadopoulos, Senior VP Strategy at u-blox for the Americas who will represent the company on the IMC board. u-blox's product line includes hardware products for near-range, cellular, and GNSS applications, which are used in applications as far afield as wearable healthcare devices and automotive manufacturing. Most recently, the company has introduced new products for increased security and low-power applications, both hot issues in IoT.

For its part, the IMC has been gaining over an average of over 300 new rank-and-file members weekly by offering content focused on vertical-market business solutions, making it the largest and fastest-growing trade organization serving the IoT sector. The group offers the sustaining companies on its board a combination of lead-generation, promotion, and research, and has recently formed a leadership committee of senior IoT buyers to help set direction for the group, and introduced a software survey tool that produces leads for its sustainer companies.

"We're proud to welcome u-blox as our newest board member-company," says Joel Young, IMC Chairman and CTO of Digi International, a provider of IoT solutions, "Like our rank-and-file membership, our board is an eclectic group that include providers of software, hardware, connectivity, and integrations services. We're constantly looking for new ways to bring these buyers and sellers together, and u-blox illustrates that effort."

About IoT M2M Council (IMC)
The London-based IMC is the largest and fastest-growing trade group dedicated to the global IoT/M2M sector – with over 20,000 members joining since February of 2014. Board Member-Companies include Aeris, AT&T, Digi International, HPE, Ingenu, Inmarsat, Intel, KORE, MultiTech, ORBCOMM, PTC, Re-Teck, Semtech, SIGFOX, Telit, u-blox, Verizon, Vodafone, and Wipro. For more information, visit www.iotm2mcouncil.org.