



## News Release

### New M2M Trade Group Organizes "Internet of Things" Showcase at CeBIT

**For immediate release** [London - 6 November 2013] Exhibitors at the world's largest IT show - Germany's massive CeBIT trade fair - will have new chances to show how their technology is making machines come alive on the Internet. Expect to see cars that drive themselves, clothes that post on Facebook, medical devices that predict emergencies, and much more at the new "Internet of Things Showcase" at CeBIT, which will be organized by the London-based trade association the International M2M Council (IMC).

The IMC is a new, diverse group of companies that have common interest in deploying machine-to-machine communications - the cornerstone technology that allows machines to communicate. M2M technology is used in vertical markets as far afield as automotive, healthcare, and energy, while professionals in IT, product design, operations, and marketing all have a say in seeing the technology applied.

Leveraging group resources will be key to getting the message out to such a broad audience, and the IMC already counts AT&T, Deutsche Telekom, Digi international, Kore Telematics, Oracle, Orbcomm, and Telit as board members. "Our intent is to reach out to M2M Adopters across vertical markets and corporate departments - and that's where CeBIT comes in," says IMC executive director Keith Kreisher, "the show offers a unique opportunity to reach technology decision-makers on a large scale."

That the IMC's Internet of Things Showcase will highlight M2M technology actually being deployed is also central to the group's message. "Our mission is to help M2M volumes increase, and a big part of that will be proving the business case - showing business models in-use with crucial metrics like ROI and Total Cost of Ownership," says Kreisher.

The Internet of Things Showcase will be located in CeBIT's Hall 11 - the area of the show dedicated to network infrastructure, and directly adjacent to the M2M Zone Pavilion - on 10-14 March 2014, in Hannover. Besides the Internet of Things Showcase and the M2M Zone, the hall will also include special exhibits for Smart Cities, Connected Homes, Cloud Solutions, and Data Centers.

*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

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