For Immediate Release-

Synapse Wireless Joins new M2M Trade Group, Connects Machines to the Cloud and More

London: 24 March 2014 – The International M2M Council announced that its newest sustaining member is Synapse Wireless, a leader in developing proven, scalable M2M connectivity solutions based on their award-winning SNAP® wireless mesh technology. The (Huntsville, AL) US-based company delivers comprehensive solutions that provide game-changing analytics to businesses looking to implement wireless capabilities, making it a good fit for the IMC, a new trade association serving the IoT industry.

"Synapse partners with leading businesses to turn the Internet of Everything into a meaningful advantage," said Wade Patterson, CEO, Synapse Wireless. "Our products provide connectivity to any kind of asset – to drive functionality, data, and insight that absolutely transforms business models. We hope to be a part of the thought leadership delivered by the IMC," said Patterson.

The IMC has quickly gained over 1,000 individual associates – or Adopter Members – on five continents, mostly in the vertical-market sectors of logistics, healthcare, and energy, making it the world's largest trade group dedicated to the IoT sector. Many IMC Adopter Members come from Fortune 500 companies, including 3M Healthcare, ABB, BMW, Coca-Cola, DHL, Hyundai, Philips, Saudi Aramco, Siemens Healthcare, Tata Group, UPS, the US Department of Defence, and Walmart.

Synapse joins AT&T, Deutsche Telekom, Digi International, Inmarsat, Iridium, Kore Telematics, Oracle, Orbcomm, Telit, Telecom Italia, and Wyless as an IMC Sustaining-Member company. "Our Sustaining Members include top telcos, MVNOs, software developers, systems integrators, and hardware makers. It's an eclectic, international group and we think that's very important," says IMC Executive Director Keith Kreisher, "It's great to have another very strong M2M solutions provider on board."

Synapse was acquired in 2012 by its corporate parent, McWane Inc., as that company's first venture into advanced technology, largely thanks to the strength of its SNAP operating system for wireless mesh networks. SNAP has found particular application in tying longer range networks together with those of shorter range. Synapse currently boasts 5,000 registered developers for SNAP.

About International M2M Council: The IMC was formed in May 2013 to foster widespread M2M adoption across a diverse range of industrial and consumer sectors by bringing together solution providers and adopters of M2M technology globally. For more information, visit www.im2mc.org.

Contact:

International M2M Council
+44.20.7596.8777
info@im2mc.org