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TrackNet Joins LoRa Alliance to Support Continued Development of Global Roaming

TrackNet Founders who were essential in the foundation of the LoRa Alliance rejoin in new capacity

Sunnyvale, Calif., Feb. 1, 2017 – TrackNet, Inc., a cutting-edge LoRaWAN Internet of Things (IoT) solutions provider for consumer and industry, today announces that it has joined the LoRa Alliance™ as a contributor member to support the continued development of global roaming and market acceptance of the LoRaWAN™ specification as the de facto low power wide area network (LPWAN) standard for the Internet of Things (IoT).

TrackNet has joined the LoRa Alliance as a contributor member and will be actively involved in the technical and marketing committees. TrackNet is developing complete solutions based on the global LoRaWAN IoT standard that will seamlessly integrate into LoRa networks being deployed globally. The TrackNet solutions are targeted to provide high value for the applications and use cases that they are targeting in home, consumer, facility management, and asset tracking while expanding network coverage with an optimal cost structure.

The TrackNet team was instrumental in the formation of the LoRa Alliance from their respective roles in Semtech and IBM.

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TrackNet CEO, Hardy Schmidbauer was instrumental in developing the ecosystem which became the foundation of the LoRa Alliance in his role as Director of Wireless and IoT at Semtech. Hardy was also the first marketing chairman of the LoRa Alliance. Company co-founders Dr. Thorsten Kramp and Dr. Thomas Eirich were two of the original authors of the LoRaWAN specification in their roles as scientists at IBM research. Dr. Kramp also played a key role in defining the intellectual property rights (IPR) policy to fit the requirements of founding members IBM and Cisco. TrackNet Co-Founder Joe Knapp, in his role as system architect at Semtech, was instrumental in defining LoRaWAN operation for North America and compliance with FCC.

"It is a pleasure to be back in the LoRa Alliance in our new capacity at TrackNet," says Dr. Thorsten Kramp, CTO of TrackNet. "It is critical to be active in the Alliance to maintain market leadership with our solution and we would like to contribute our expertise in security and roaming to the evolutions in the specification."

To learn more about TrackNet or to schedule a meeting at Mobile World Congress for the unveiling of TrackNet solutions contact, sales@tracknet.io. For more about TrackNet visit http://www.tracknet.io/.

About TrackNet

TrackNet provides highly scalable LoRaWAN IoT solutions for consumers and industry, focusing on ease of use and unparalleled scalability to enable a new era of exponentially growing LPWAN deployments for a sustainable world. TrackNet is developing end-to-end solutions including sensors, gateways, and apps with optimized user experience for targeted LPWAN and IoT applications. The company is a contributing member of the LoRa Alliance and the TrackNet team has been instrumental in specifying, building, and establishing LoRaWAN and the LoRa Alliance for more than five years. It has been brought to life by former Semtech and IBM employees with cumulated decades of real-world experience in embedded and RF systems, wireless networks, network management, end-to-end security, and solutions development for the whole spectrum from small-scale private networks to carrier-grade deployments. TrackNet has offices in Switzerland and California, USA and is looking to build a talented, passionate team to realize IoT and LPWAN applications. More information is at www.tracknet.io.

About the LoRa Alliance™

The LoRa Alliance™ is an open, non-profit association that has grown to more than 400 members since its inception in March 2015, becoming one of the largest and fastest growing alliances in the technology sector. Its members are closely collaborating and sharing their experience to promote the LoRaWAN™ protocol as the leading open global standard for secure, carrier-grade IoT LPWA connectivity.

With the technical flexibility to address multiple IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN™ is already being deployed globally by major mobile network operators and is anticipated to widely expand in 2016.

About LoRaWAN™

The technology utilized in a LoRaWAN network is designed to connect low-cost, battery-operated sensors over long distances in harsh environments that were previously too challenging or cost prohibitive to connect. With its unique penetration capability, a LoRaWAN gateway deployed on a building or tower can connect to sensors more than 10 miles away or to water meters deployed underground or in basements. The LoRaWAN protocol offers unique and unequaled benefits in terms of bi-directionality, security, mobility and accurate localization that are not addressed by other LPWAN technologies. These benefits will enable the diverse use cases and business models that will enable deployments of large-scale LPWAN IoT networks globally.

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