

Post

M2M General



M2M guides the train to the future for Brazil

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Size and human potential matters. This is the main developing way of emerging markets and at the same time, its greatest strength. Brazil is not an exception: With a population of over 190 million people and a significant growth, Brazil is currently the 9th country in the world by GDP. By 2050, Brazil will be the 4th, according to projections from a [PwC report](#).

But what is the role of communications in this development? Anyone would say it plays a key role as more people need to be interconnected. However, nowadays these interconnections would be outdated if machines were not included in the equation. More and more Mobile Network Operators, companies, and public services know that a country would miss the train of future without M2M.

[The Brazil Mobile Observatory 2012](#), elaborated by GSMA and Deloitte, points that the nation had 2.8 million M2M connections in 2008, a 2.4% of the total 3G market share. Besides, by 2014, M2M addressable revenue will overpass the \$20 billion, more than a third of the total national Mobile Network Operator revenues.

But analyst estimations are not needed to perceive that the M2M market will mean a huge opportunity for the sector itself and for consumer and companies that will benefit from its services. Beyond the figures, the next events: Brazil will host the 2014 FIFA World Cup and the Río de Janeiro 2016 Olympic Games.



Rio de Janeiro includes now an Operations Center that controls traffic, weather, power failures and many other elements from sensors, video cameras and GPS devices with a high level of integration. [The New York Times compared it](#) with a NASA Control Room. Besides, Curitiba, a World Cup host city, is a great example of Smart Transport for cities based on mobile broadband. The [solution provided by Ericsson and Telefonica](#) has been recognized during the Launch of the United Nations Framework Convention on Climate Change (UNFCCC). In another WC host city, Belo Horizonte, the institution SEBRAE — Minas Gerais has created the project “[Smart City BH](#)” to support the development of businesses that focus on providing smart solutions to local urban spaces. Some of these examples are in [our latest infographic](#), among the smart city projects that will change LATAM environments.

It is not all about the cities. The unique ecosystem in Brazil is also protected by M2M technology. The digital security company [Gemalto reported](#) that it is providing wireless connectivity for a device called Invisible Tracck, used in pilot programmed to thwart illegal deforestation in the Amazon rainforest. It sends location updates from sensors in trees to a central server.

With these and many more solutions to come and the bets of the companies and public administrations for M2M technologies, the track of the train to the future looks clear in Brazil.



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