

News

M2M General



M2M World Alliance Delivers First Multi-Operator Global Solution

The M2M World Alliance today officially unveiled its solution which aims to simplify and promote the adoption of M2M communications worldwide. The unique solution will leverage the operators' combined global presence to the benefit of customers.

London, December 17, 2013 – The M2M World Alliance, which is comprised of Etisalat, KPN, NTT DOCOMO, Rogers, SingTel, Telefonica, Telstra and VimpelCom, today officially unveiled its solution which aims to simplify and promote the adoption of machine-to-machine (M2M) communications worldwide.

The unique solution will leverage the operators' combined global presence to the benefit of customers who are looking for a regional or global M2M deployment. It allows companies to enjoy connectivity throughout the Alliance coverage area with in-market rates. Additional benefits include easier compliance with local market regulations and the potential for multinationals to provide global technical support from a single market.

The name "M2M World Alliance" has recently been created to identify the group's coordinated operations. Its multi-coloured logo represents the Alliance's aspiration to coordinate the delivery of M2M services globally.

"We believe that our unique and seamless solution will drive rapid growth in the adoption of M2M communications worldwide by giving our customers the ability to operate connected devices globally at a reduced cost," said Angel David Garcia Barrio, Chairman of the M2M World Alliance. "With operations in more than 60 countries, the Alliance's global footprint presents multinational organizations with a seamless approach to deploying connected devices in multiple countries at one time."

M2M communications are used when machines – a broad term for equipment used in all sorts of industries, including consumer electronics, utilities, agriculture and construction – connect and exchange information with information technology infrastructure. It is considered by many as the latest stage in the internet's evolution: when cyberspace reaches beyond the traditional confines of computers to connect to any device with a microprocessor.

Major growth areas identified by the M2M World Alliance for its global solution include connected cars, fleet management, smart meters, consumer electronics, game consoles, wearable electronics, telehealth and security solutions.

"The solution, articulated through the Alliance members, will offer the best services support, more optimized processes and a more contrasted experience. We are totally convinced, this innovative solution, will raise the interest of a considerable number of customers through a plethora of sectors." Said Carlos Morales, Telefónica Global M2M Managing Director.



Global M2M connections will grow from approximately two billion today to reach 18 billion in 2022, according to a study by Machina Research, a London-based consulting firm focused on emerging opportunities with new forms of connected device.

Details of the Alliance's products and coverage areas can be found on its new website, www.m2mworldalliance.com.

About Etisalat

Strong commitment to excellence and innovation has seen Etisalat become one of the world's fastest-growing telecom groups, rapidly expanding across Asia and Africa. Its UAE operations, strategically located at the crossroads of East and West, enables Etisalat to be the major hub in the Middle East for Internet, voice, broadcast, roaming and corporate data services. Etisalat has been recognised as 'Best Operator' 10 times since 2006 and 'Best Wholesale Provider' four times in the last three years. Servicing 144 million customers in 15 countries Etisalat continues to reach out to new customers and markets. For more information, www.etisalat.com.

About KPN

KPN is the leading telecommunications and ICT service provider in the Netherlands, offering wireline and wireless telephony, internet and TV to consumers and end-to-end telecom and ICT services to business customers. In Germany and Belgium, KPN pursues a Challenger strategy in its wireless operations and holds number three market positions through E-Plus and BASE. KPN provides wholesale network services to third parties and operates an efficient IP-based infrastructure with global scale in international wholesale through iBasis. For M2M we offer PAN European solutions. At December 31st, 2011, KPN served over 44.5 million customers, of which 36.6 million were in wireless services, 4 million in wireline voice, 2.5 million in broadband Internet and 1.4 million in TV. With 18,687 FTEs in the Netherlands (31,084 FTEs for the whole group), KPN reported full-year revenues of EUR 13.1bn and an EBITDA of EUR 5.1bn in 2011. KPN was incorporated in 1989 and is listed on the Amsterdam Stock Exchange.

About NTT DOCOMO

NTT DOCOMO is a world-leading integrated-services company centred on mobility. The company serves over 60 million mobile customers in Japan via advanced wireless networks, including a nationwide 3G network and one of the world's first commercial LTE networks. Leveraging its unique capabilities as a mobile operator, DOCOMO is a leading developer of cutting-edge technologies for NFC mobile payments, mobile GPS, mobile TV, intuitive mobile assistance, environmental monitoring, smart grids and much more. Overseas, the company provides technical and operational expertise to eight mobile operators and other partner companies. NTT DOCOMO is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. Please visit www.nttdocomo.com for more information.



About Rogers

Rogers Communications is a diversified Canadian communications and media company. We are Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high-speed Internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment, and digital media. We are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI).

About SingTel

SingTel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia, Australia (through wholly-owned subsidiary SingTel Optus) and Africa with 486 million mobile customers in 25 countries, including Bangladesh, India, Indonesia, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States. More information can be found at www.singtel.com and www.optus.com.au.

About Telefónica Digital

[Telefónica Digital](#) is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications under a new umbrella brand called TU and in Big Data through Telefónica Dynamic Insights. Telefónica Digital will deliver these new products and services to Telefónica's 316 million customers as well as entering new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Axismed, Eleven Paths, giffgaff, Jajah, Media Networks Latin America and Terra are all managed under the Telefónica Digital umbrella.

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About Telstra

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout the country. Telstra has Australia's largest fully integrated IP network and Australia's largest mobile broadband network, The Telstra Mobile Network offers 4G in all capital CBDs and associated airports, many surrounding suburban areas and in over 100 regional areas. You'll automatically switch to our fastest available 3G in other coverage areas around Australia. Check coverage at telstra.com/coverage. Telstra also has an international presence spanning 15 countries, including China.



About VimpelCom

VimpelCom is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, Central African Republic and Canada. VimpelCom's operations around the globe cover territory with a total population of approximately 753 million people. VimpelCom provides services under the "Beeline", "Kyivstar", "djuice", "WIND", "Infostrada" "Mobilink", "Leo", "banglalink", "Telecel", and "Djezzy" brands. As of September 30, 2013 VimpelCom had 219 million mobile subscribers on a combined basis. VimpelCom is traded on the NASDAQ Global Stock Market under the symbol (VIP). For more information visit: <http://www.vimpelcom.com>