

# Kerlink Supports Expansion of Senet's Low Power Wide Area Network In Las Vegas for Commercial Deployments and CES IoT Demonstrations

*Roll Out Achieves Market First with Geolocation Service without using GPS On North American Public LoRaWAN™ Network*



## PRESS RELEASE

**LAS VEGAS, NV** – Monday, Jan. 8th 2017, 06:00 PM CET – **Senet**, a leading provider of cloud-based software, global connectivity service platforms and network build-out for the Internet of Things (IoT), and **Kerlink** (ALKLK - FR0013156007), a specialist and global leader in network solutions dedicated to the IoT, today announced a collaborative expansion of Senet's global Low Power Wide Area Network (LPWA) in the Las Vegas area to support a variety of commercial solution offerings, market trials and proofs of concept.

Powered by Kerlink's 64-channel [Wirnet™ iBTS gateways](#) to expand Senet's public outdoor network coverage, the network also will provide indoor connectivity for Senet's partners to demonstrate IoT applications at this year's CES.

In addition to expanding Senet's network coverage and capacity, the roll out represents the first production network in North America to support LoRaWAN™ geolocation. This functionality uses a different technology than GPS, eliminating the requirement for costly and battery hungry processing GPS requires. This functionality is supported by Senet's LoRa® end-nodes, and can be used for a wide range of applications requiring location determination for battery powered endpoints that do not require the precision of GPS. Demand for these services is significant, with a third of the world's 15 billion connected devices forecasted to be critically dependent on geodata by the end of 2020, according to Machina Research.

The IoT is a broadly covered topic at CES, including sessions on smart homes, connected cities, healthcare and wearable technology, along with several dedicated demonstration areas for IoT infrastructure. To run demo applications on the Senet network during CES, companies simply need to [register on Senet's Developer Portal](#) to coordinate access.

"Strong ecosystem partnerships and critical technical advantages have allowed Senet to become a leading IoT connectivity-software and solutions provider," said Dave Kjendal, CTO of Senet. "We are pleased to be working with trusted partners like Kerlink to bring geolocation and other enhanced features to market in order to meet the demands of mass scale IoT deployments."

"We are excited to support expansion of Senet's Low Power Wide Area Virtual Network in Las Vegas, which will bring new IoT benefits like geolocation to companies in the region, and enable a variety of innovative IoT demos at CES," said Carlos Briceno, senior director of sales and business development for Kerlink Inc. "It also marks Kerlink's first large IoT network deployment in the U.S. and an expansion of our international footprint, following roll outs across Europe, and in South America, New Zealand and India."

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Senet partners demonstrating applications on its network at CES include MultiTech (booth #2214, Westgate Resort & Casino), Sagemcom (Venetian, Lvl 3 – Murano 3201B), Semtech (booth #2215, Westgate Resort & Casino), STMicroelectronics (Wynn Encore Hospitality Suites), Tektelic (Venetian Tower – Suite 31-201), and TrackNet (LoRa Alliance booth #2121, Westgate Resort & Casino).

Teams from Senet and Kerlink will be at CES for meetings with customers, potential customers and media. To schedule a meeting with Senet, please contact Ken Lynch at [klynch@senetco.com](mailto:klynch@senetco.com). Kerlink will demonstrate its products in its hospitality suite at the Venetian Palazzo. To meet with Kerlink representatives, please contact Carlos Briceno at [c.briceno@kerlink.com](mailto:c.briceno@kerlink.com)

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### **About Senet, Inc.**

Senet is the leader in global Internet of Things (IoT) connectivity used to instrument the physical world and enable businesses to revolutionize their operations. With core values centered around changing the world for the better, Senet is committed to promoting IoT Network and Network Management innovation, and supports an open partner ecosystem to ensure that IoT realizes its full potential of delivering economic, environmental, and social improvements. A contributing member of the LoRa Alliance™, Senet is dedicated to supporting the LoRaWAN™ protocol as the open global standard for secure, carrier-grade Low Power Wide Area (LPWA) connectivity for IoT solutions across all industries.

For additional information, visit <http://www.senetco.com>.

### **About Kerlink**

Kerlink, a co-founder and board member of the LoRa Alliance™, specialises in network solutions for the Internet of Things (IoT). Its mission is to provide its clients – telecom operators, businesses and public authorities – with equipment, software and services to design, launch and operate IoT networks. Over the past three years, Kerlink has invested more than €8 million in R&D. In just over 10 years, more than 70,000 Kerlink installations have been rolled out for more than 260 customers, including major telecom operators such as Tata Communications, and utilities such as GrDF and Suez. The company's solutions are enabling IoT networks worldwide with major deployments in Europe, South Asia, South America and New Zealand. In 2016, Kerlink generated revenues of €14.1 million, 25 percent internationally. Since 2013, it has posted average annual growth above 50 percent. Kerlink has been listed on Euronext Growth Paris since May 2016 and was added to the EnterNext PEA-PME 150, an index of 150 fast-growing French SMEs in 2017.

For more information, visit [www.kerlink.com](http://www.kerlink.com) or follow us on Twitter @kerlink\_news.

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## About LoRa Alliance™

The LoRa Alliance™ is an open, non-profit association that has grown to over 500 members since its inception in March 2015, becoming one of the largest and fastest-growing alliances in the technology sector. Its members closely collaborate and share experiences to promote the LoRaWAN™ protocol as the leading open global standard for secure, carrier-grade IoT LPWAN connectivity. With the technical flexibility to address a broad range of IoT applications, both static and mobile, and a certification program to guarantee interoperability, LoRaWAN™ has already been deployed by major mobile network operators globally, with continuing wide expansion in 2017. For information about joining the LoRa Alliance™, please visit [www.lora-alliance.org/join](http://www.lora-alliance.org/join).

## About LoRaWAN™ Technology

The technology used 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 kilometres away or to water meters deployed underground or in basements. The LoRaWAN™ protocol offers unique and unequalled benefits in terms of bidirectionality, 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 grow deployments of LPWAN IoT networks globally.

Upcoming event

**2017 full-year revenue: 30 January 2018 after market**

[www.kerlink.com](http://www.kerlink.com)



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