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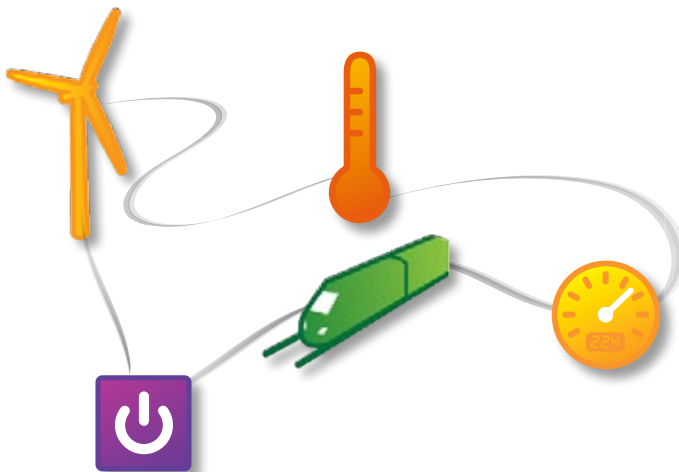
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Reinventing. The world. Connected.

Machine to Machine: Welcome to the world of smart objects



Turning M2M services into sustainable revenue
We look at the vital components of a profitable M2M business

Simplicity needed in a complex market
Industry expert explains how M2M will develop

Partnerships in M2M communications
An exclusive report from Ovum
on the M2M opportunity

Small modules at the heart of big M2M business
Module maker Cinterion says CSPs need to adapt their tools
and services



Holger Lenz

Small modules at the heart of big M2M business

Cinterion is the leading manufacturer of cellular machine-to-machine (M2M) communication modules. In this interview we ask Cinterion's Holger Lenz, Director Business Development, for his view on how the market is developing and what opportunities are surfacing.

Unite : *What does Cinterion see as the main applications for M2M in the coming years?*

Holger : M2M has become a technology to help companies improve their processes, reduce costs, increase productivity, get more transparency on their productive assets and introduce new business models.

One of the most exciting M2M innovations is smart grid applications, which will help to save energy and cut CO₂ emissions. Smart grid technology will be vital for large scale renewable energy and to balance demand and supply efficiently. M2M empowered smart meters are vital to enable two way communication at the demand side.

Mobile health technology (mHealth) is an easy and cost effective way to deploy new healthcare services to patients at home, as it does not need installation at the patient's premises.

In future, a car's onboard navigation system will update maps automatically and send data to a vehicle workshop to avoid a breakdown. A wireless broadband Internet connection will offer infotainment and vehicle specific apps.

Unite : *Where does a player like Cinterion fit into the ecosystem, as well as selling wireless modules will you also integrate or sell other solutions?*

Holger : Since becoming part of Gemalto, Cinterion no longer offers just cellular communication modules to the market,

Unite : *What are the possible current and future roles for communications service providers (CSP)? What about utilities?*

CSPs will need to adapt their tools and their services. M2M devices need to be operated long term and so devices and connectivity settings may need to be updated and modified in the field. Gemalto and Cinterion are preparing tools and services to help CSPs address these challenges.

Utilities will deploy smart grids and smart meter systems and will need robust M2M security, covering local data handling in a device, protection against cyber-attacks and privacy of the energy customer, among others. Cinterion can help utilities improve their overall security, but also provide tools to manage devices.

Unite : *What will be the major drivers of M2M and the success factors for the market?*

Holger : In many areas the M2M market is pushed by government policies and large programs. Yet even when there are no legal requirements, M2M solutions are being used to reduce costs in the commercial sector (fleet management), increase efficiency (remote monitoring and control, and vending) or create new business opportunities (insurance telematics, vehicle telematics).

Another success factor is the use of cellular technology to deploy a solution easily in the field without the need for additional access equipment - a beer garden in Munich could use a cellular POS terminal with a wireless module inside, and then use it anywhere. This could apply to vending machines, metering, routers and gateways, security systems or industrial computing.

Who is Holger Lenz?

Holger Lenz is Director Business Development in the Strategy & Marcom department of Cinterion, responsible for ITS / Automotive Aftermarket and e-Mobility markets as well as a network of business partners.

we also provide Machine Identification Modules (MIM)[™], specific SIM cards for M2M applications. MIMs are available as plug-ins, with extended temperature and long-life features, and also as MFF (machine form factor) which can be soldered directly into the M2M device.

In addition, we will offer M2M services, like subscription management, device management, application enablement including advanced security offerings, as well as dedicated reporting services that bring value to M2M customers.

Unite : *Thank you Holger.*