

## **Business Track: OEM Adoption**

**Presented by:**

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4:00 – 4:40 p.m.

Bandera Room

# Technology Building Blocks Creating New M2M Value

Presented by:

Jeff Newman

*Enfora L.P.*

## Who is Enfora: OEM Product Manufacturer Servicing the M2M Market

### OEM Modules:

GSM/GPRS/EDGE/GPS/WiFi  
(Telemetry/Telematics/Handhelds)

### Stand Alone Modems:

RS232/USB/Cradles/Sleds  
(Rural Intranet/Security/Energy Management)

### Mobile Tracking Devices:

Vehicle/Asset/Personal  
(Fleet Applications – Commercial/Rental/Private)  
(Personal – Lone Worker/Public Safety/Child)



## Wireless M2M- A Brief History

- Circuit Switched
- Messaging.. One Way, Two Way - Low Bandwidth
- Early Packet Systems (CDPD)
- Current Packet Systems (GPRS/CDMA20001X)
- High Speed Packet Systems (EDGE/EV-DO/UMTS/HSDPA)
- Distributed System Architectures
- Long Certification Cycles
- Required Technology Expertise

## Wireless M2M- Available Now

- The Power of the Internet
  - True Packet Connectivity
  - Improved Communication Speeds
  - Interchangeable Wired vs Wireless Apps
- Convergence – Does it Matter?
  - Wide Area/WiFi/Bluetooth/GPS/RFID
  - Integrated Functionality (Packaged Applications)
- The Applications Processor... Still in the Mix



## Wireless M2M- Coming Soon

### Total Integration Flexibility

- Operating Systems Supported
  - Combinational Technologies in Same Package
  - Ability to Load/Create Applications on Core Components
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- Rapid Time-To-Market Solutions
    - Portable Applications
    - Shorten Development Cycles
    - Better Re-use of System Elements

## How Does This Help You?

- Key Differentiators for Companies to Leverage
  - The Power of the Internet
  - Application Flexibility
  - Continued Reduction in Product Cost
  - Rapid time-to-market
  - Flexibility to mix and match capabilities in same core product

