

Operations Track: Transportation/Distribution

Presented by:

Dean Fledderjohn, Kyocera Wireless

Peter Wilson, Aeris.net

2:25 – 3:05 p.m.

Brady Room

Transportation / Distribution

Presented by:

Dean Fledderjohn

GM – M2M Business Segment

Kyocera Wireless Corp.

dfledder@kyocera-wireless.com

M2M Presentation:

TRANSPORTATION/DISTRIBUTION APPLICATIONS

Presented by:

Peter H. Wilson

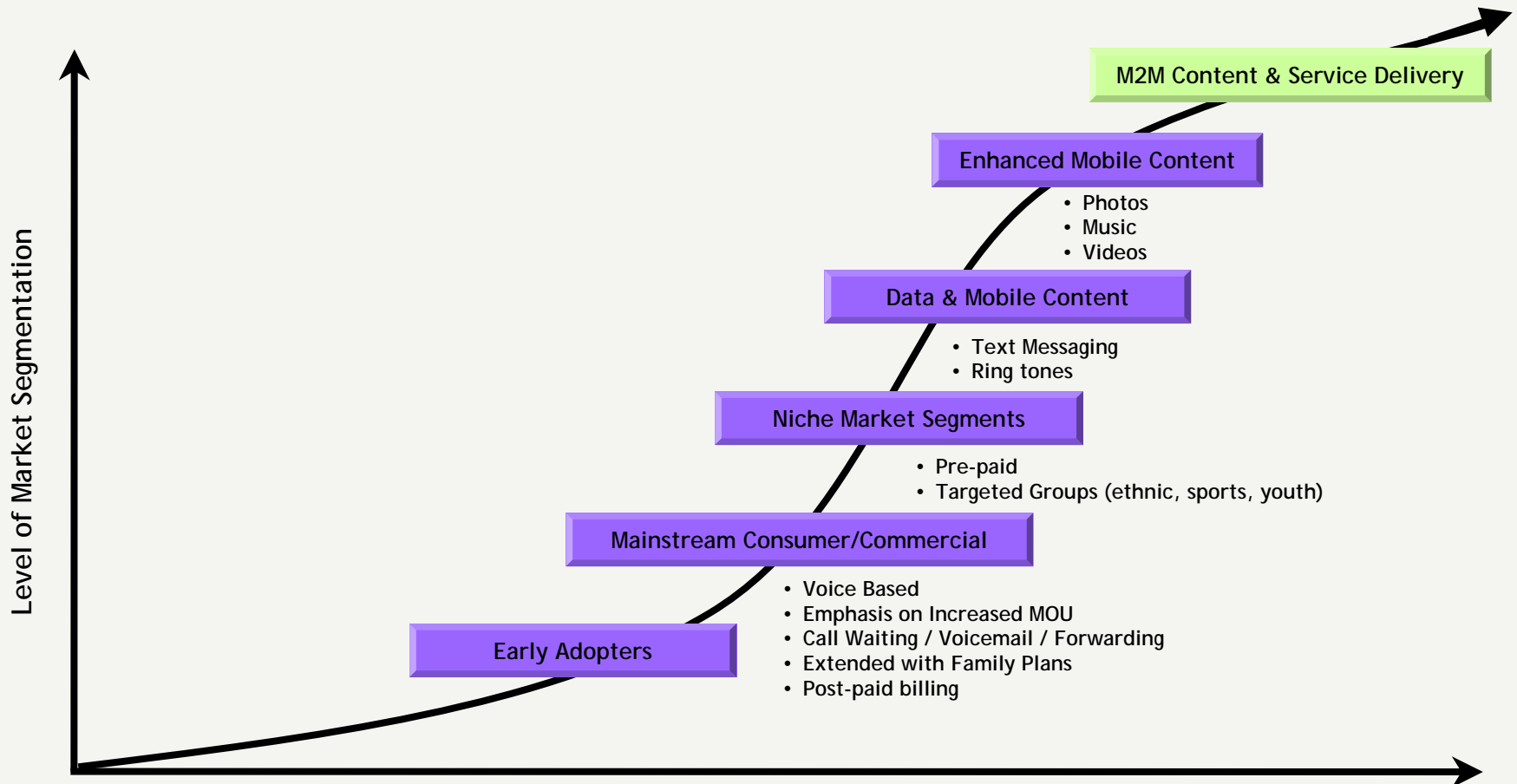
Director, Mobile Applications

Aeris.net

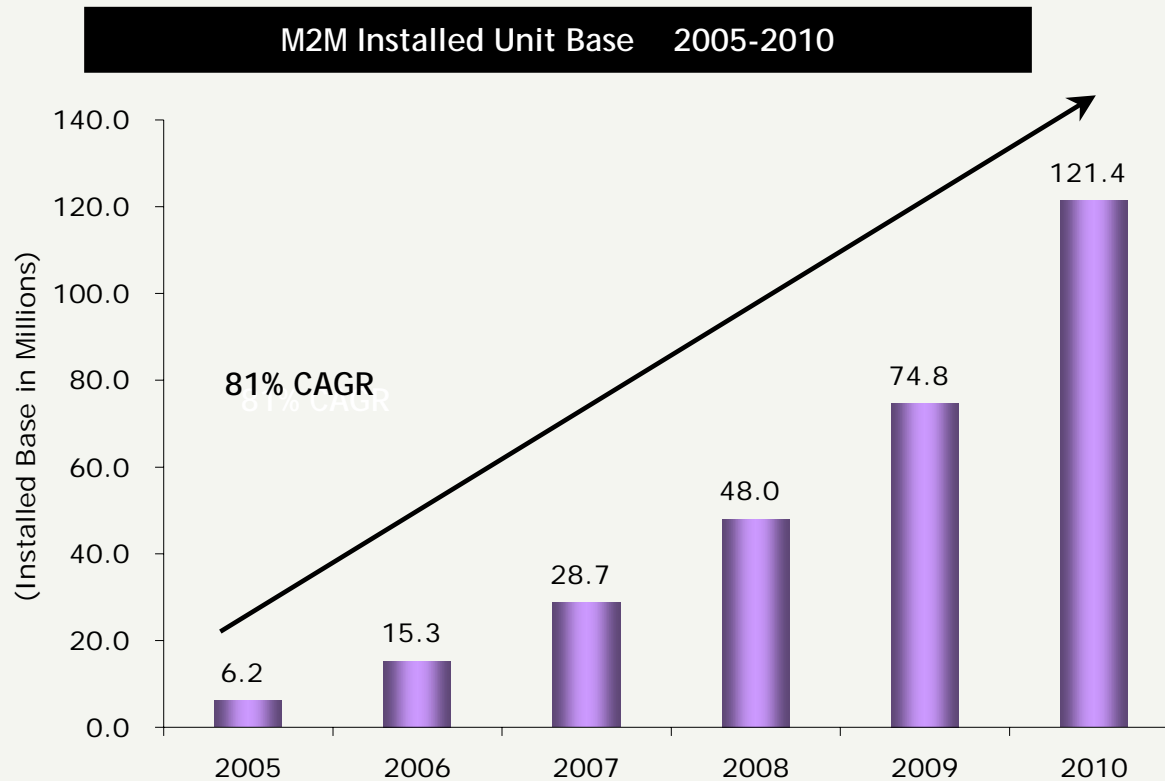
Aeris Overview

- Leading M2M network service provider in North America
- Largest installed base of multi-market M2M devices
 - Embedded in over 90 commercial applications
 - Over 1 million units
- M2M Service Offerings
 - MicroBurst: largest wireless network
 - AerFrame: next generation multi-layered platform
- Aggregated wireless network of 30+ carriers
- Network operations centers in San Jose and Las Vegas

- M2M represents a new frontier of customers for wireless carriers
 - Penetration of mainstream consumer/commercial segments are +70%

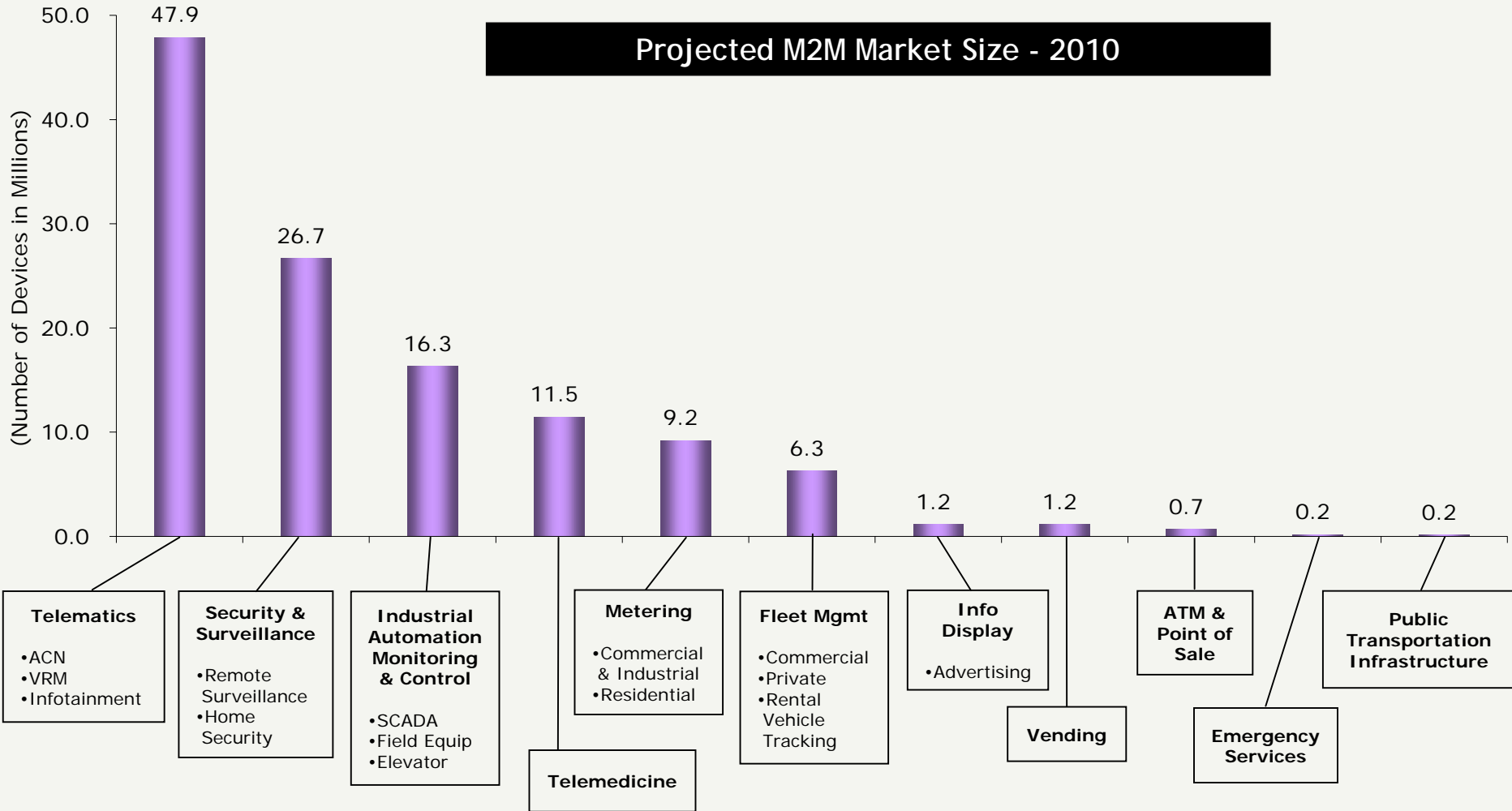


- McKinsey & Company estimates M2M market to grow to \$100 billion by 2010
- 120+ million M2M devices expected to be installed by 2010
- M2M Industry is forecasted to grow at a compound annual rate of 81%



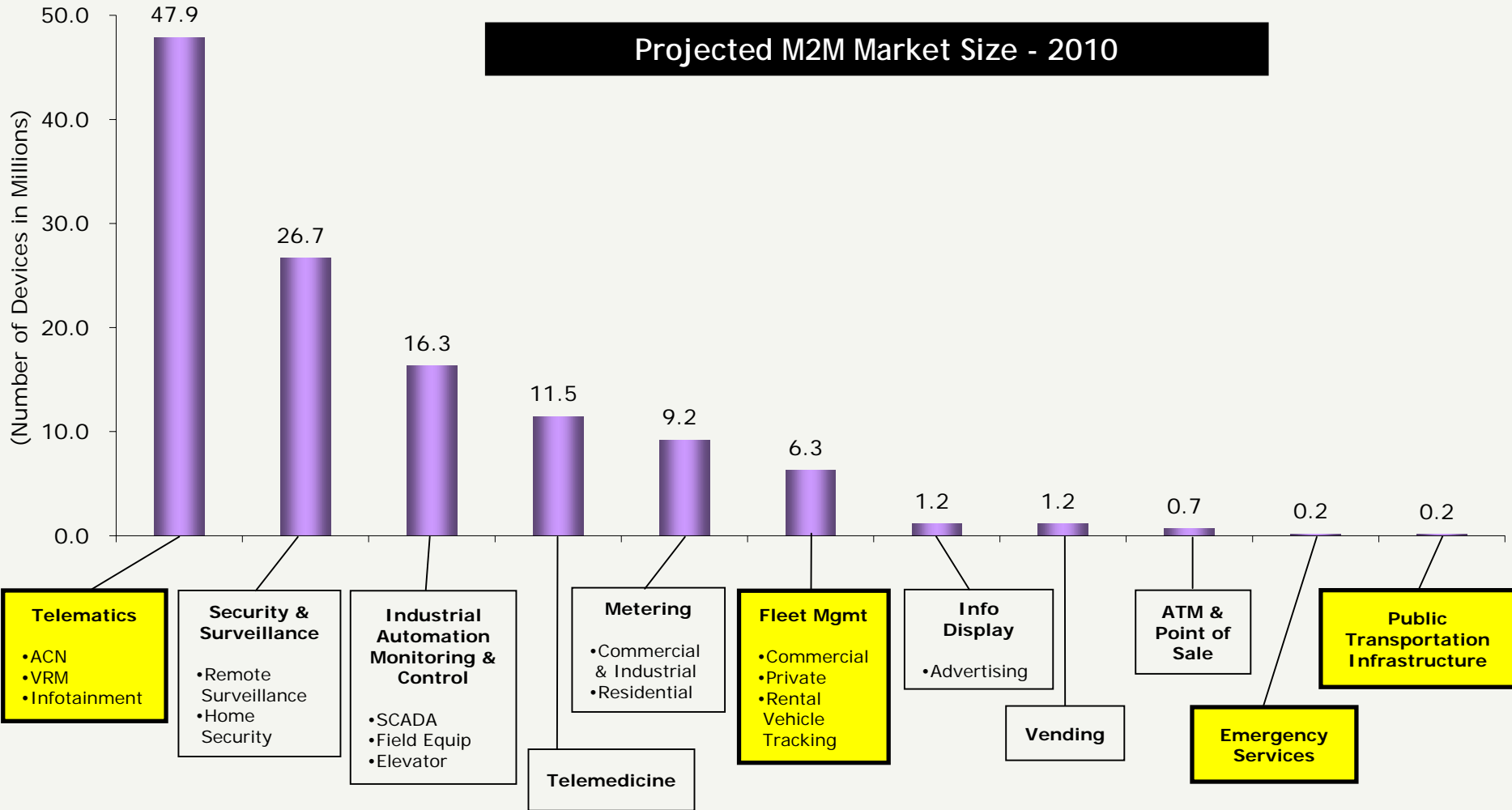
Source: ABI Research, Frost & Sullivan, Company Estimates

Projected M2M Market Size - 2010



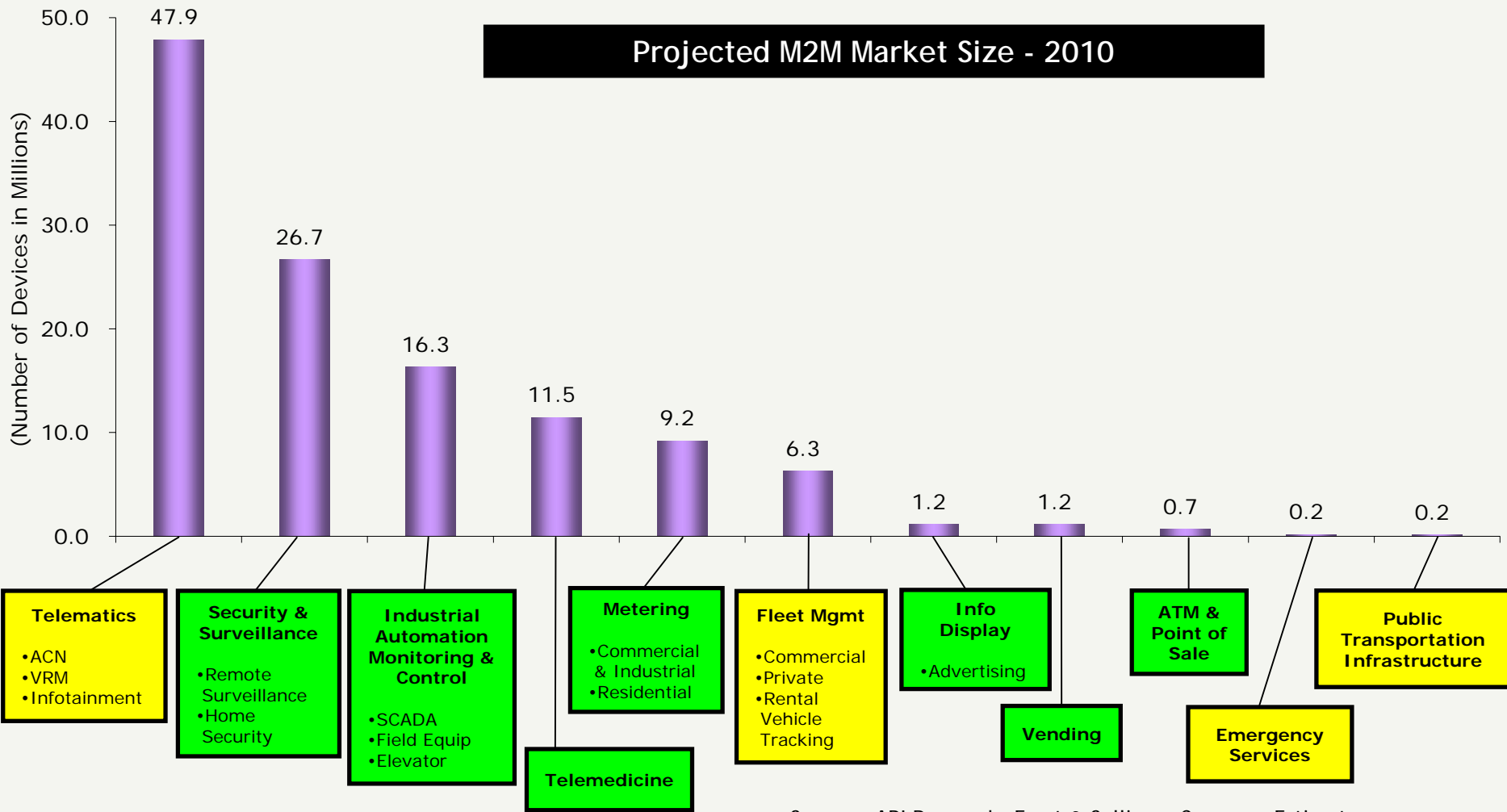
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Projected M2M Market Size - 2010

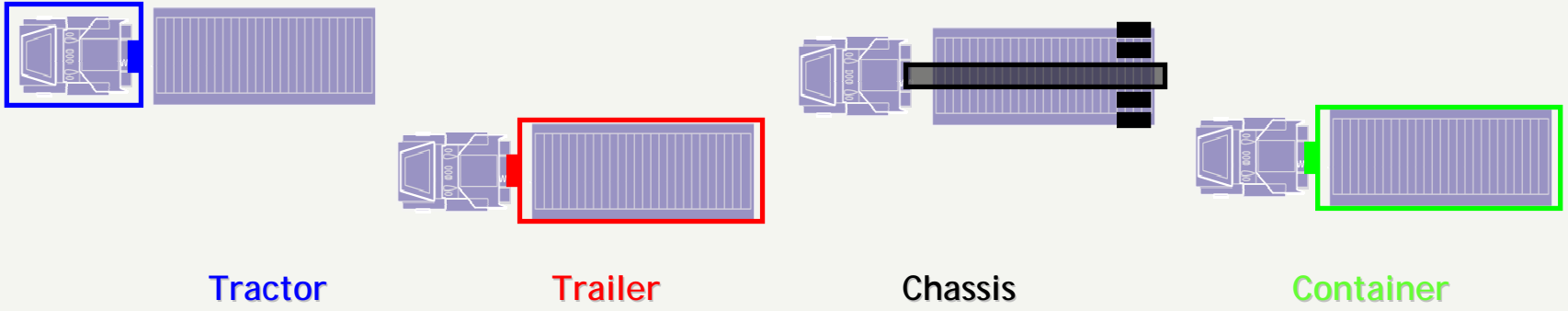


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Projected M2M Market Size - 2010



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Tractor Trailer Chassis Container



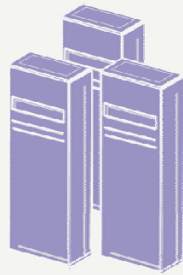
Public and Private
Communication
Networks - CDMA,
GSM, Satellite,
Other

SS7 and IP
SS7

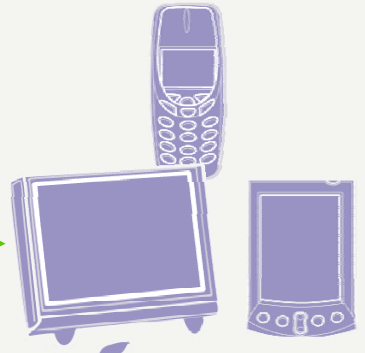


Seamless data exchange
between previously
incompatible networks

IP
Internet

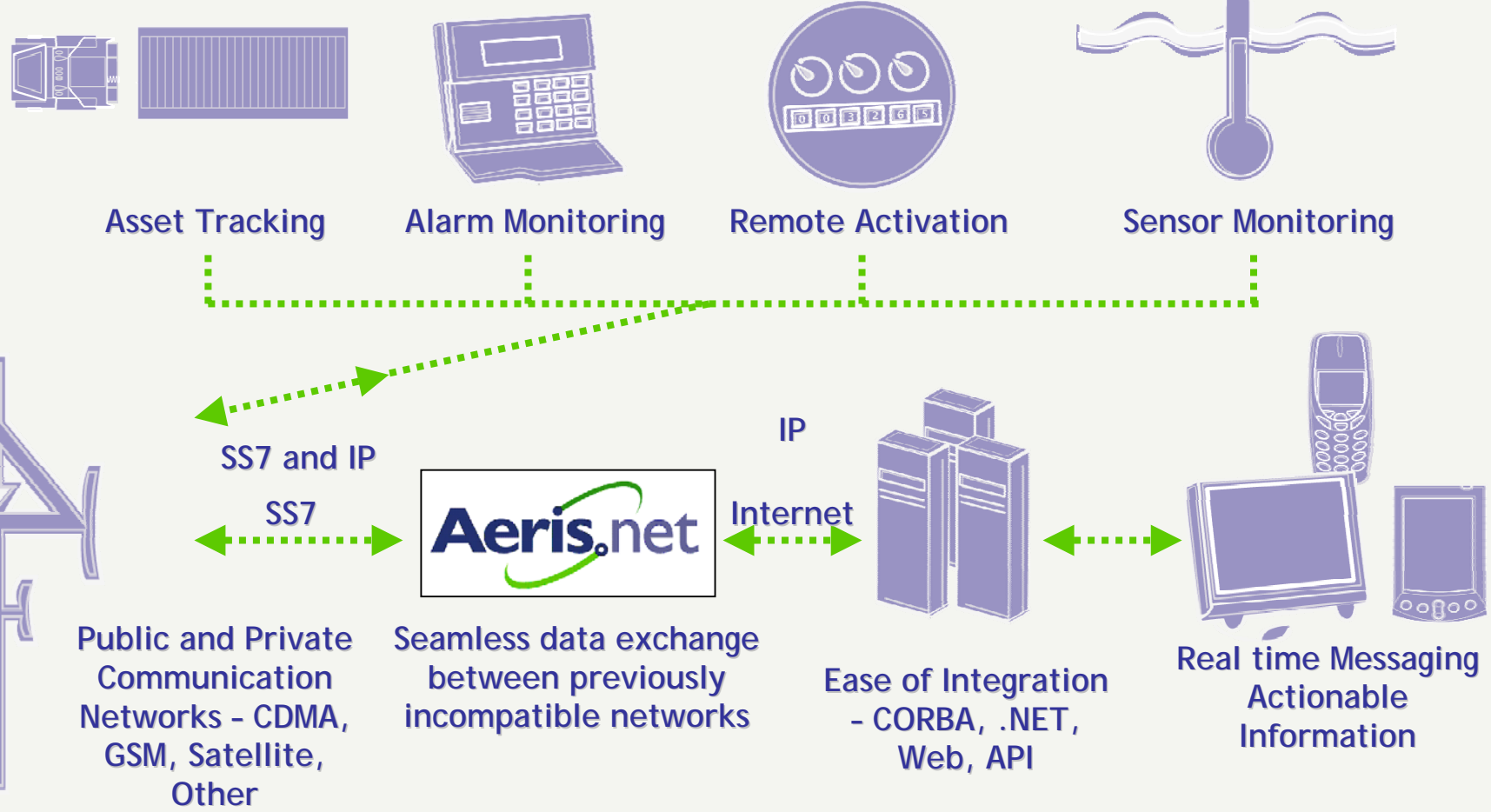


Ease of Integration
- CORBA, .NET,
Web, API



Real time Messaging
Actionable
Information

M2M Enterprise Interoperability



Layered M2M Connectivity Requirements

- Two-way Real-Time Short Packet Data
 - Rugged, real-time, managed connectivity
 - Command and Control of security systems, sensor devices
 - Vehicle and Asset Tracking
- Two-way Real Time Packet Transmission
 - Low latency and high reliability (acknowledged delivery)
 - Real-time messaging
 - Point of Sale, Remote Inventory Support
- IP open session packet radio
 - Exception-based, on-demand
 - Large file transfer, video transmission
 - In-field upgrades
- Voice
 - On-demand for exception events
 - Constant Communication with Driver

M2M Requirements

- Extensive wireless coverage throughout North America
- Instant, reliable messaging capabilities
- Diverse bandwidth and technology requirements
- Scalable provisioning capabilities
- Compatibility with internal IT infrastructure
- Enterprise Customer Support



Thank you

Peter H. Wilson

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