Protocol Choice Determines Success:
LoRaWAN® Drives Business Value

LoRa® Is the Best-of-Breed Radio Layer for Low Power Wide Area Networks

The LoRaWAN Link Layer Protocol from the LoRa Alliance® Combined with the LoRa Radio Offers Critical Benefits that the LoRa Radio and Proprietary Protocols Do Not

RAPID SCALING with wide device availability and interoperability, and easy to add use cases to an already deployed network

MAXIMIZES use of sub-gHz ISM bandwidth

MAXIMUM BATTERY LIFE with up to 100X more efficiency

LONG RANGE AND LOW POWER device optimization—not one or the other

OUT-OF-THE-BOX SECURITY from device to network and application servers

BUILT-IN FUTURE PROOFING with end-point device classes A + B + C and software updates over the air

MARKET AND NETWORK FLEXIBILITY with choice of public, private and hybrid networks and capex and opex financial options

BROAD MEMBER ECOSYSTEM providing opportunities for collaboration and choice of multiple vendors

LoRaWAN CERTIFICATION through the LoRa Alliance is the **ONLY** approved program to certify devices, which ensures that they will work as intended in all network conditions

COST AND TIME SAVINGS because devices do not require individual design and re-redesign/customization for each network in which they are deployed

CONTINUOUS IMPROVEMENTS ensure LoRaWAN is always ready to address emerging and new market requirements

The LoRa Alliance's LoRaWAN Standard Provides an Absolute Path for Businesses to Scale

HUGE MARKET OPPORTUNITY
LoRaWAN is designed specifically for the sensor-based massive IoT market

STRONG ROI
with a low cost to develop

EASY TO SCALE
for future growth by expanding value-add applications to an existing network

ACCELERATED
time to market after first design for fast ROI

Visit **www.lora-alliance.org** to learn more.

LoRa Alliance®