

Press release

Paris, 29 September 2015

Bouygues Telecom's LoRa network dedicated to the Internet of Things, equipped by Sagemcom, welcomes its first customers

The LoRa network rolled out by Bouygues Telecom, in partnership with Sagemcom, will cover most of France by the first half of 2016 and is already being tested by numerous companies.

By using long-range radio communication and low energy consumption (LPWA: Low Power, Wide Area), the LoRa-based network enables the connection of millions of objects. It is the only open international standard that notably allows the geolocation of objects without using GPS, sharing – which enables objects to connect with several LoRa networks in the same area – as well as international roaming.

Bouygues Telecom, a founding member of the LoRa Alliance like Sagemcom, is thus playing an active role in the international roll-out of LoRa. The Alliance, whose objective is to promote LoRa technology and make it a worldwide standard, currently has 127 members and covers five continents. The network enables the emergence of new services, particularly those related to smart resource management, predictive maintenance, inventory and supply tracking, the geolocation of objects and domestic animals, and medical monitoring of patients, etc.

Numerous companies have already chosen to test LoRa for various uses, including:

- **Colas**: management of parking availability using sensors installed in the road surface.
- **Schneider Electric**: energy consumption measurement as part of the Issy Grid smart neighbourhood project.

For **Olivier Roussat, Chairman and CEO of Bouygues Telecom**, “The roll-out of Bouygues Telecom’s LoRa network is progressing at a very good pace, backed up by our expertise as an operator and our 15,000 sites. Many customers have already signed up to try out the technology in real conditions. This underlines the level of confidence in the technology we have chosen.”

“Bouygues Telecom and Sagemcom are founding members of the international LoRa Alliance, and both key contributors to the LoRaWAN specification”, said **Geoff Mulligan, LoRa Alliance Chairman**. “Being the first LoRa adopters to stress the importance of interoperability, roaming, certification, and co-operation amongst a strong and diverse ecosystem of vendors in one open standard as key drivers for technology adoption, and investment sustainability, we are excited to learn of their success and see the rollout of the very first nationwide carrier grade LPWAN IoT network, LoRaWAN compliant, with Geolocation capabilities tailored for the large variety of industry 4.0 IoT applications.”

For Sagemcom CEO **Patrick Sevian**, “This marks a key step forward because LoRa provides access to an infinite number of associated services that transform the idea of the ‘smart city’ into a reality by notably allowing, for example, the intelligent management of waste, or better infrastructure maintenance and safety. But LoRa has also given rise to ‘smart industry’, enabling easier tracking of transport and logistics flows; and the ‘smart farm’, which will revolutionise the world of agriculture. We are certain – partly because this technology is based on an open international standard – that LoRa represents the future of connected objects.”

Press contacts

Bouygues Telecom

Caroline Chaix: Director of Corporate Communications – cchaixcr@bouyguestelecom.fr – +33 (0)1 58 17 98 44
Emmanuelle Boudgourd: Press officer – eboudgou@bouyguestelecom.fr – +33 (0)1 58 17 98 29

Sagemcom

Sylvaine Couleur: Group Communications and Marketing Director – sylvaine.couleur@sagemcom.com – +33 (0)6 99 37 63 48
Caroline Pierron: Press officer – cpieron@comcorp.fr – +33 (0)06 33 62 23 31

About Bouygues Telecom

Present on the French market since 1996, Bouygues Telecom has set itself the task of innovating to ensure its 14 million customers benefit continuously from the latest digital technologies. In 2014, the company generated sales of €4.4 billion and it invests constantly in bold initiatives: Bouygues Telecom invented the mobile call plan concept, is a pioneer in 4G and Ultra High Speed Mobile, and it was the first operator in France to prepare for the explosion of Android in mobile and fixed with its Bbox Miami. Each day, the company's 8,817 employees work to satisfy their customers, and its 4,500 advisers provide daily support to them on the phone, in stores, on the internet and on social networks.

About Sagemcom

A French high-tech group of international dimension, Sagemcom operates on the broadband (set-top boxes, Internet routers, telephony and multimedia terminals), smart city (smart meter, smart grid, smart site, smart infra and smart services) and the Internet of Things markets (founding member of the LoRa Alliance). With a revenue of around 1.3 billion euros and its headquarters located in Rueil-Malmaison, Sagemcom employs 4,200 people on five continents. Sagemcom aims to remain a world leader in communicating terminals with high added value.