



Objenious accelerates its multi-technology strategy and strengthens its expertise with an LTE-M offer

Paris, September 22, 2021 - During SIDO Lyon, a trade fair for innovation which takes place on September 22 and 23, **Objenious**, a brand dedicated to the Internet of Things from Bouygues Telecom, announces the official launch of its LTE-M offer. This cellular technology dedicated to the Internet of Things is establishing itself as one of the essential networks for the coming years. With Smart Cities, connected transport, logistics, health and smart metering, LTE-M meets a wide variety of use cases.

LTE-M is a unique and successful offer, and adds to the variety of IoT technologies and networks in the Objenious catalogue in order to best support customers with their projects and optimising their IoT systems.

"More than 1,400 French municipalities already have access to this new LTE-M technology offered by Bouygues Telecom. Our pace of deployment will allow us to achieve our objective: national coverage by 2022," said **Jean-Paul Arzel, Network Director of Bouygues Telecom**.

After a first phase, during which the offer was tested and improved, upon Objenious developed a unique functionality: intelligent message processing, which ensures messages are automatically sent when the object wakes up.

"We have built a mature offer, since we already have all the functionalities for energy saving in particular," said **Bernardo Cabrera**. *"With health, industry, smart cities and even energy efficiency improvements, our portfolio of technologies ideally complemented by LTE-M allows us to further stimulate the already very diverse ecosystem of IoT players and to respond to all customer use cases."*

With box prices lower than prices for 4G cellular technologies, LTE-M is naturally oriented towards IoT projects, requiring an optimal balance between sustainability, reliability, competitiveness, scalability, low energy consumption and the benefits of 4G technology, such as mobility and speed.

"LTE-M is an essential network technology for IoT users because it is an ideal compromise between performance, cost and longevity. It is the answer to a vast majority of use cases: it is a real Swiss Army knife for IoT," explained **Bernardo Cabrera, Director of Objenious**. *"From*

2G to 5G, and now including LTE-M, our portfolio of technologies designed for IoT makes it possible to meet all of our customers' needs and confirms our positioning as a global IoT player. ”

About Objenious

Objenious, a Bouygues Telecom brand dedicated to the Internet of Things, supports all companies, communities, and institutions in their digital transformation through offerings and services based on LoRaWAN®, 2G, 3G, 4G, LTE-M networks and 5G. Objenious experts support companies in their decision-making and in the implementation of their IoT project. They rely on a large ecosystem of partners to offer solutions adapted to all business sectors such as electronic payment, automotive, energy, security, construction, distribution, maintenance or transport and logistics.

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