

Press release

For immediate release

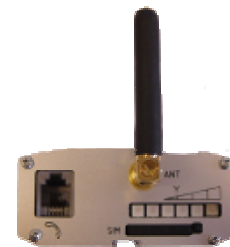
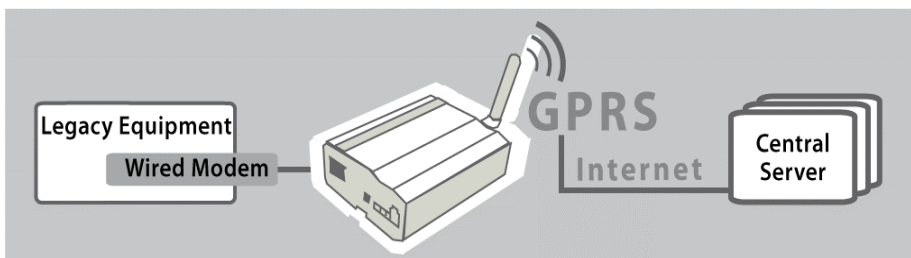
With eDevice solutions, Bouygues Telecom kicks off “Machine-to-Machine” services over GPRS networks

Following the commercial launch of the Analog to Wireless converter made by eDevice, Bouygues Telecom, announces the signature of two major contracts in water treatment and mail postage systems.

Bordeaux, July 2009

Machine to Machine- technologies enable devices to communicate amongst each other without any human intervention. Often this communication process is done via a fixed line network, a slow and expensive process which requires the opening of a new telephone line for each apparatus (e.g. for a vending machine).

Bouygues Telecom provides an affordable solution for this problem, by introducing the “BridgeD130” – an analog to wireless converter developed by French M2M-solution provider eDevice. This unrivalled and unique product facilitates the connection of an existing wired dial-up modem to the mobile network of Bouygues Telecom. By using this analog to wireless converter customers can easily switch their wired connection (fixed line network) to a wireless connection (GPRS network) – without any modifications to existing equipment or infrastructure.



“Due to its user friendliness, the BridgeD130 is a revolutionary product in the M2M sector as it enables the customer to instantaneously cut back its telecommunication costs without any modification on the existing equipment. Its quick implementation constitutes enormous opportunities for mobile operators, as they can now build new offers intended to replace thousands of fixed phone lines!” explains Stefan Gonnet, Marketing Director at eDevice.

“Whereas private individuals have already adopted mobile telephony en-mass, eDevice’s BridgeD130 will drive the same movement in the machine world. Numerous companies in areas such as telemetry, safety, and remote maintenance can profit from our offer from today. Easy to set up, it reduces telecommunication costs and simplifies machine-to-machine communication.”, affirms Franck Moine, Head of Business Unit Machine-to-Machine at Bouygues Telecom.

Return on Investment

Terms of the M2M GPRS subscription offered by Bouygues Telecom and the resulting productivity gains from the GPRS network ensure a fast return on investment for the final customer. This fully justifies adopting a service like this on M2M projects which are often characterized by a need for economic viability and large volumes.

eDevice's BridgeD130 analog to wireless converter enables companies to cancel fixed phone line contracts while still retrieving all the information sent by the modem by transferring the data over the GPRS network of Bouygues Telecom. Equipment migration efforts are low, as it is sufficient to disconnect the telephone cable from the wall and connect it to the RJ11 connector of the BridgeD130 converter. For the central server, eDevice provides a Windows application which enables users to switch existing central server software to Internet architecture.

Migrating towards GPRS is recommended as customers will profit from an extended coverage area, reduced connection time, mobility, and above all lower telecommunication costs when compared to monthly subscription rates of fixed phone lines. Other determining advantages are easier installation steps, permanent connection, handling of incoming calls, and finally direct invoicing without any intermediary. Furthermore on the central server side, this solution avoids heavy and expensive equipment and software such as modem banks (modem cards) which are replaced with a single (probably existing) broadband Internet connection.

M2M market on continuous growth

According to the US-based Harbor Research more than **30 million devices** could profit from similar solutions, ensuring smooth migration from a traditional wired network (fixed phone line) towards a wireless network subscription (GSM/GPRS). This market, primarily B2B, will thus constitute a **growth driver for mobile operators** whereas purchase of cellular phones amongst private individuals already exceeds 100% in certain countries.

Machine-to-Machine technology can be applied in numerous and diversified fields – be it alarm stations, decoders, remote reading of meters, access control systems, sales outlets and many others.

Appendix: two examples of use

Supervision of technical sites: water towers, drinking water production sites, purification plants



Saur, a water distributor for local French authorities, will shortly switch to eDevice's wireless technology, as all its machines in charge of supervision and management of technical works will be connected to the GMS/GPRS network. Once equipped with the BridgeD130 solution, all 9,000 sites spread out around France can then be remotely managed via the GPRS mobile phone network. This solution – defined by Saur and developed jointly with eDevice – requires no further adaption to the already existing machines. It enables Saur to realise **significant economies of scale** by replacing France Telecom's fixed phone lines by GPRS M2M subscriptions.

As the initiator of this project, Saur also benefits from a **rationalization of resources** on the central site when it comes to managing communication processes with distant sites. A simple broadband line replaces several tens of analogue modems while at the same time significantly improving general quality of service. Olivier UDRON, in charge of Infrastructure and Evolution at Saur, explains as follows: *"Thanks to the solution installed in cooperation with eDevice and Bouygues Telecom, we were able to significantly reduce our costs and rationalize our infrastructure."*



Connection of franking machines



Pitney Bowes, world leader in automatic mail postage systems, also chose this innovative solution to connect its range of franking machines to the Bouygues Telecom network. In addition to the achieved economies of scale, better penetration of the market also played a major role in the decision to take this step. As these machines are actually hosted in corporate clients' buildings their connection to the phone network can raise problems – e.g. during installation, invoicing of communications or maintenance.

Introducing a completely packaged solution enables Pitney Bowes to provide its customers with a more valuable and simpler offer. *"With the service click, based on eDevice's BridgeD130, we widen our clientele appreciably"* specifies Pascale Duclos, Team Leader "Finishing Mail" at Pitney Bowes.



About eDevice, www.edevice.com

eDevice offers complete solutions for M2M used to let any type of electronic equipment communicate.

Since its foundation in 1999 nearby Bordeaux, France, eDevice has been engineering and marketing complete solutions for wireless Machine-to-Machine Internet connectivity that are both low-cost and compact. eDevice solutions can be used to let any type of electronic equipment communicate, while solving all the problems met by the designers of new products that include a connection via the Internet through a mobile network.

eDevice's portfolio includes Plug&Play solutions for wireless carriers and OEMs to rapidly conquer the M2M market (metering, e-health, security systems, industrial monitoring...) by migrating wired equipment into wireless subscribers.

eDevice's programmable Modules and Terminals running TCP/IP protocols over cellular networks associated with eDevice middleware transferring the information to the enterprise system are a perfect fit for M2M applications such as remote maintenance, remote control or remote data logging resulting in more than 3 millions of products using eDevice's technology.

About Bouygues Telecom Entreprises

Since 1997, Bouygues Telecom has an activity dedicated to companies and professionals.

First major French operator to introduce flatrate pricing, offers to the split second and unlimited data access, Bouygues Telecom was also precursor concerning communicating PDA on Microsoft environment. Today, more than 150.000 companies, professionals and 180 large accounts (EDS, BNP, EDF, French Customs, Nestlé, IBM, Microsoft, INSEE, Compass, ESF...) rely on Bouygues Telecom Entreprises

Bouygues Telecom's Entreprises Division also proposes ready-for-use machine-to-machine offers in the most varied fields, like energy, transport or safety, and bound for public service companies as well as for SMEs.

www.entreprises.bouyguetelecom.fr

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