

TRUE FLEXES ITS WINGS AS THE REAL IOT LEADER,



TRUE FLEXES ITS WINGS AS THE REAL IOT LEADER, FEATURING THE IOT ECOSYSTEM ON THE NB-IOT NETWORK ACROSS THE COUNTRY, ENHANCED WITH THE GLOBAL LEADING IOT PLATFORM PARTNERS AND SOLUTION PROVIDERS, WHILE MOVING FORWARD TO CREATE IOT COMMUNITY AND BUILD UP A BUSINESS ON THE DIGITAL PLATFORM, AIMING AT PENETRATING THE MARKET WITH THE MOST VALUE FOR MONEY PACKAGE OF ONLY ฿330/ SIM/ YEAR

True Group showcases its true IoT Leadership to be promoted throughout Thailand under the concept “Future is Real”, highlighting its IoT Ecosystem on NB-IoT network that covers nationwide today. LTE-M (CAT-M1) will have a nationwide coverage in the third quarter of this year, strengthened by partnership with leading global partners on IoT platform that supports the most users and the most coverage on IoT platform worldwide. There are also more than 120 partners and solution providers as well as the perfect digital platform for IoT services to meet the needs of developers and business users, build up the IoT community, make the dream of new makers come true, and aim at penetrating the entire corporate clients, makers, innovators and general customers. Special offer! The most value-for-money NB-IoT SIM package starting from ฿ 330 / SIM / year is recommended.

Mr. Songtham Phianpattanawit, Managing Director, IoT, True Corporation Plc. said, “From now till 2020, the global IoT market is expected to grow at an average rate of 28.5% annually, and there will also be a heavy investment in a number of IoT related businesses like hardware, services and IoT network under the Thailand 4.0 policy. As a result, many sectors pay more attention to using IoT technology moving forward to digital society (Digital Transformation), for instance, the use of IoT in the automotive, agricultural and healthcare sectors. Meanwhile, the public is getting more understanding and using IoT devices in everyday life, such as smartphones, smart TVs and others.”

Mr. Songtham added that True had started testing True NB-IoT network since 2016. The Company has conducted a study on how to find the right technology and build the most integrated and comprehensive ecosystem for IoT services, coupled with the strength of the nationwide coverage of TrueMoveH 4G+ network. There are NB-IoT base stations in the administrative district level today and the nationwide LTE-M (CAT-M1) network is being expanded to cover the whole nation by the third quarter of this year. Besides, it has the fully integrated IoT ecosystem that is active under the concept “Future is Real”, aiming at penetrating 3 main market segments of IoT users: makers & innovators, business partners and general customers.

Mr. Apirat Kongchanagul, General Manager, IoT, True Corporation Plc said, “True Group is ready to provide True IoT with IoT Ecosystem that includes:

- The Best IoT network that covers 928 districts nationwide with active NB-IoT networks. The base stations can quickly connect to IoT devices and True IoT also has a plan to install LTE-M networks (CAT-M1) to cover the whole country by the third quarter of this year.
- The Best IoT Platforms covers the areas of services worldwide by cooperating with the leading partners such as OneNET, China Mobile, OceanConnect, Huawei, IoT Accelerator, Ericsson and many other world-class platforms as well as being a member of the China Mobile IoT Alliance, the world's

first NB-IoT Alliance. Currently, more than 200 leading IoT members are contributing to the development and deployment of IoT technologies for comprehensive use and support for a broad range of IoT applications.

- **Affiliate Partners and The Best Business Partners:** Currently, there are more than 120 partners covering a wide range of services, including Smart Wellness, Smart Transport, Smart Home, Smart Office and Smart Life. With IoT devices, digital lifestyle can be fulfilled, for instance, Smart Watch, Kidz Watch and various models of robots such as Robotics Mini and so on.

- **IoT Community or Experience Center,** a research center for building up a network to expand knowledge to support makers, product developers as well as IoT solutions and startups, consisting of True Labs at 12 leading universities, Huawei Open Lab, and open space at Siam Square Soi 2, 3 and 4, and True Digital Park which is expected to be completed in late 2018.

- **Digital Platform** to meet the needs of innovators and enterprises to develop IoT technology to end-to-end services such as Cloud, E-Payment system, SIM Management platform and e- mini SIM cards that can be permanently installed on various IoT devices for security purposes.

In addition, to drive the IoT growth in Thailand, True IoT has launched 3 projects targeting 3 key target groups: Makers & Innovators, Businesses and Partners, and General Customers as detailed below.

- **NB-IoT board (Chipset and module)** for inventors and developers. The special price is only 1,150 Baht with unlimited data on NB-IoT network for 1 year. Advance booking at <http://trueiot.truecorp.co.th>.

- **The NB-IoT SIM card** is made available for both 330 Baht/SIM/year and 800 Baht/ SIM/3 years.

- **True IoT Certified Partner Program** to support True's potential business partners. About 100 members are eligible for registering for participating in the training sessions on IoT and IoT businesses with a special privilege for both products and sales support.

- **Be The First Always Program.** Our customers can register at <http://trueiot.truecorp.co.th> to be eligible for being the first group to experience the latest IoT products and many more privileges.

"True Group is confident that with the strength of its network and integrated ecosystem of IoT services today, True IoT services will fulfill the digital lifestyle of Thai people and prompt them to move into digital society and be part of the digital economy in Thailand 4.0", Mr. Songtham concluded.