for release August 14, 2013

oneM2M and OMA Team Up at M2M Evolution Event in Las Vegas

Standards Bodies Present Vision for M2M Interoperability

San Diego, CA - Wednesday 14 August 2013 – The Open Mobile Alliance and oneM2M announced today that they are partnering to present a panel session at the upcoming M2M Evolution conference, taking place August 27-29 at the Mandalay Bay Hotel in Las Vegas, NV. The session entitled "oneM2M" will take place on Wednesday, August 28 at 9 a.m. and will address the need for a standardized approach to machine-to-machine connectivity promoting interoperability across vertical industries and networks.

"oneM2M is working to unify the global M2M community by developing a cost-effective, widely-available service layer that meets the needs of both the communications industry and our vertical industry members implementing M2M solutions," said Richard Brennan, MARCOM Chair at oneM2M. "M2M Evolution offers us an excellent venue to reach out to others in the M2M space, including other industry associations and forums, and their members, who are interested in cooperating to build global solutions that extend interoperability, enhance security and reliability, and future-proof service offerings by reducing industry fragmentation."

The need for a common M2M service layer that can be readily embedded within various hardware and software, and relied upon to connect the myriad of devices in the field with M2M application servers worldwide is the session's core topic. Various roles within the M2M ecosystem will be covered including the carriers who need to manage connectivity, hardware vendors who need to build hardware and get it network-ready and certified, developers and integrators who need to make sure applications work across platforms, and standards development organizations who must produce specifications that promote interoperability across the ecosystem.

Chaired by Carl Ford of Crossfire Media, the panel will include Richard Brennan; Eshwar Pittampalli, Market Development Director at OMA; Adam Gould, CEO at Sensinode and Bill Conley, Cellular and Proprietary RF Device Product Manager at B&B Electronics. Panelists will discuss how standardization can address issues such as the range of data streams in M2M combined with the legacy of carrier interfaces, the need for interoperability across vertical markets, the need for systems that share information better, and the need to reduce certification complexity.

"As the leader in developing service layer standards for the mobile industry, OMA has responded to market demand in the M2M area, understanding that a common set of standards for managing devices on a variety of networks is not just a nice option, but a mandatory approach," said Gary K. Jones, Board Chairman at OMA. "The M2M Evolution event is a great opportunity for OMA to show our support of oneM2M's goals, and it gives OMA the chance to demonstrate how we are contributing applicable OMA

service enablers such as OMA Device Management and OMA Lightweight M2M to oneM2M specifications."

M2M Evolution is a unique event focused on transferring knowledge between industries so all businesses can benefit from M2M. M2M Evolution continues to grow and evolve as the abilities to use sensors to make better business-intelligent decisions comes across both in our discussion of business-to-business applications and the use of M2M to connect with the consumer.

"We are excited that oneM2M is participating in the event. The beauty of oneM2M is its outreach to other industry bodies, such as OMA, to deliver solutions for all industries. Like oneM2M, M2M Evolution does not stop with helping carriers to deploy, but also helps enterprises to yield results," said Carl Ford, CEO of CrossfireMedia.

About oneM2M

oneM2M is a global partnership to create service layer optimizations to ensure the functionality and interoperability of M2M. Founded in 2012 by seven of the world's leading information and communications technology (ICT) Standards Development Organizations, the Association of Radio Industries and Businesses (ARIB) and the Telecommunication Technology Committee (TTC) of Japan; the Alliance for Telecommunications Industry Solutions (ATIS) and the Telecommunications Industry Association (TIA) of the USA; the China Communications Standards Association (CCSA); the European Telecommunications Standards Institute (ETSI); and the Telecommunications Technology Association (TTA) of Korea, oneM2M has also welcomed other Partner organizations, including: the Continua Health Alliance, the Home Gateway Initiative (HGI), and the Open Mobile Alliance (OMA). oneM2M is open to participation from other interested organizations and vertical market segments, as well as cooperative efforts with other organizations. For additional information please visit www.onem2m.org.

About Open Mobile Alliance (OMA)

OMA is the wireless industry's focal point for the development of mobile service enabler specifications, which support the creation of interoperable end-to-end mobile services. OMA drives service enabler architectures and open enabler interfaces that are independent of the underlying wireless networks and platforms and that work across devices, service providers, operators, networks, and geographies. More information at www.openmobilealliance.org.

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