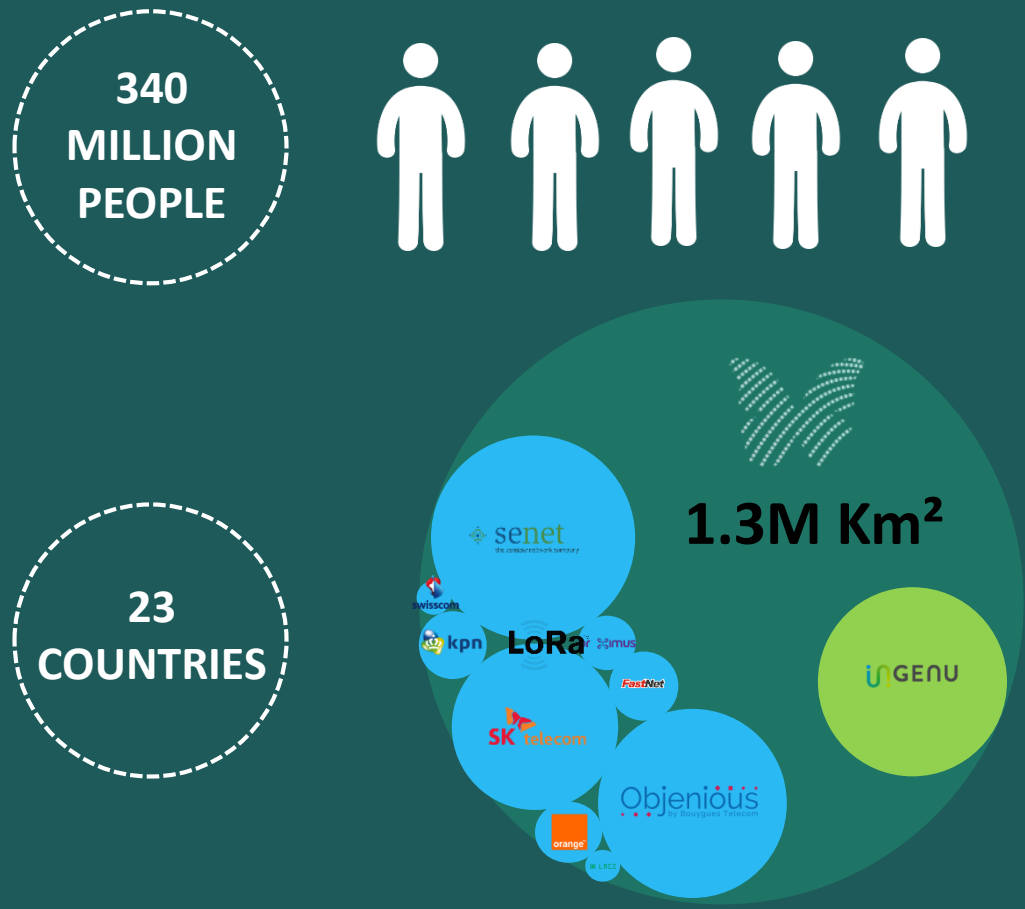


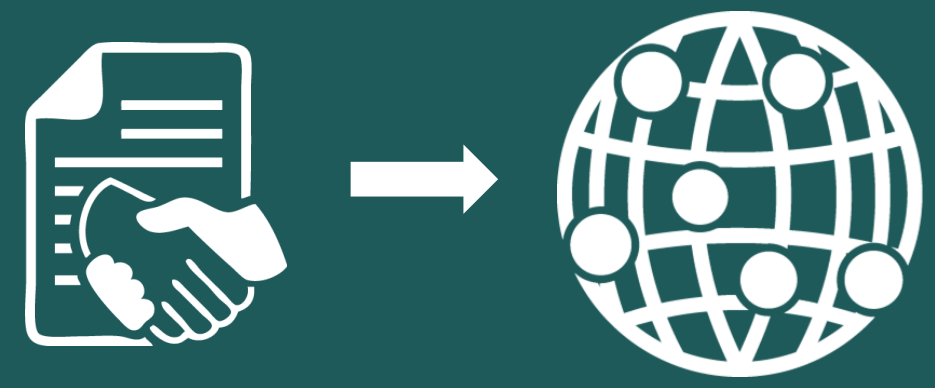
# WHAT IS SIGFOX & WHY IS IT UNIQUE?



## LARGEST LPWA NETWORK



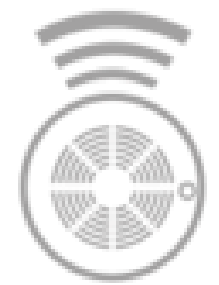
## LOW-COST, EFFICIENT INSTALLATION



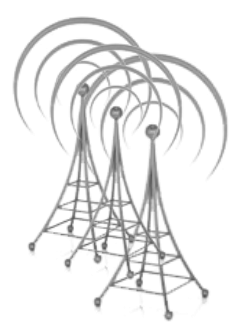
- One device configuration for all endpoints
- Self-provision, plug and play design
- Low-cost data fees on Sigfox's existing infrastructure
- Significant savings compared to traditional data plans
- If your area is not covered, Sigfox will install a backbone within 90 days of request

## BASIC INFRASTRUCTURE

1. Install meter containing Sigfox module



2. Existing Sigfox collectors are called Base Stations



Every endpoint communicates with a **MINIMUM** of 3 base stations for increased redundancy!

## PRICING VS CELLULAR

		4G LTE	4G LTE
<b>Module Cost</b>	<b>Data Cost</b>	<b>Module Cost</b>	<b>Data Cost</b>
Starting at \$10/endpoint	As low as \$0.50/year	> \$75 per endpoint	\$0.75-\$3/meter per month

# DATA COLLECTION & MANAGEMENT



Meter Data



12-byte messages optimized for sensor data

SIGFOX network



Global network with high capacity for the mass of objects

SIGFOX cloud



Identification and authentication  
Integrity and billing

Big Data Analytics Platform

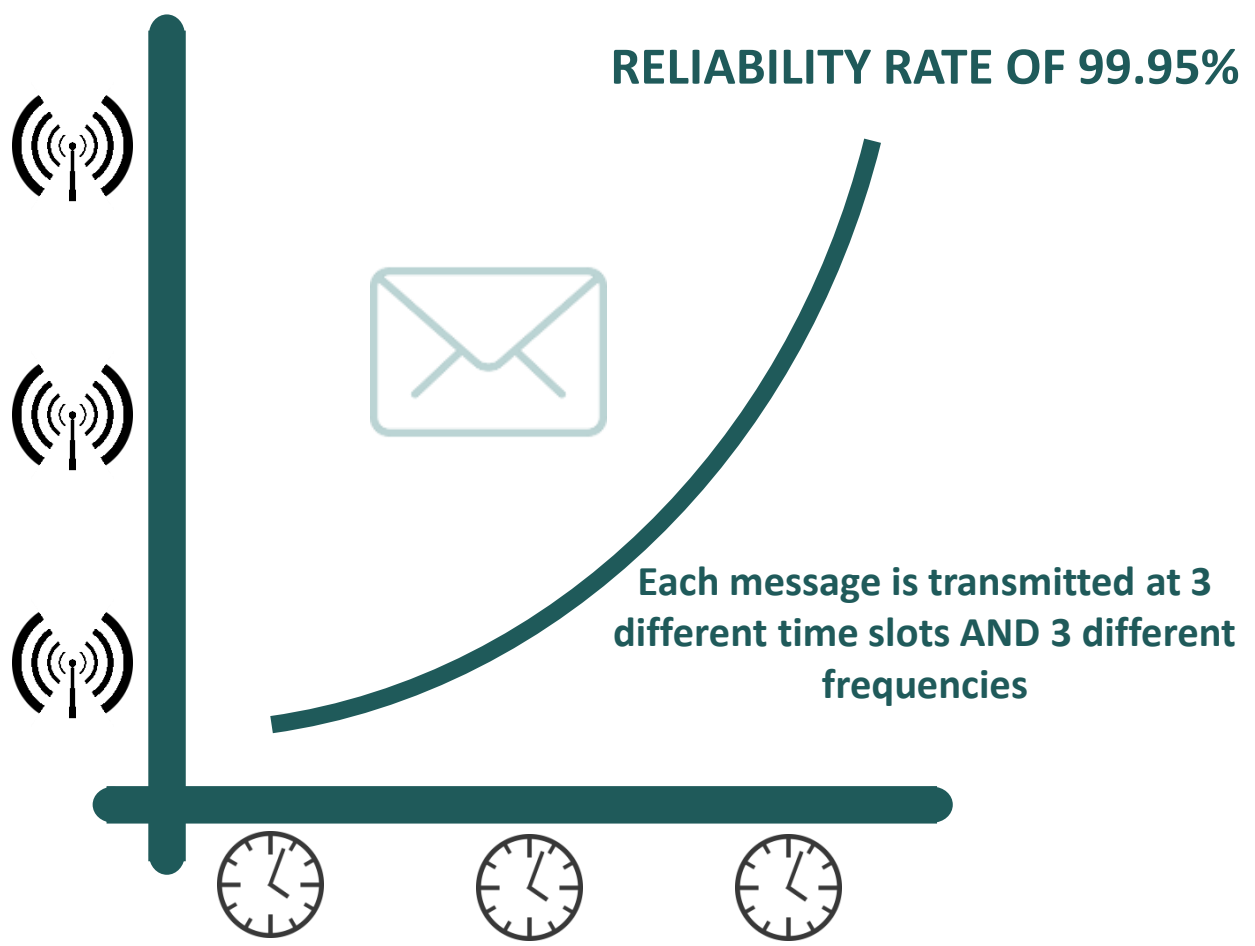


Data storage and intelligence for verticals

Customer IT



## REDUNDANCY IS KEY TO RELIABILITY



**ENERGY EFFICIENCY**

**SIMPLICITY**

**LOW COST**

- Ultra-narrow band spectrum
- No permanent signaling – devices “wake up” only to transmit a short message
- Low power consumption by devices – years of battery life
- End point is automatically provisioned – no pairing required
- Network: simple network infrastructure requirements, simple rollout planning and execution
- Network: license-free ISM band and cost-efficient base stations
- Communication packages as low as <\$1 annually