

my*Datanet**at*
unlimited access
to your data

M2M machine-to-machine-communication

What does M2M mean?

- Wireless telemetry data networks of mobile and stationary devices to a central station
- Automatic transmission of information between intelligent objects via a central control centre

Benefits

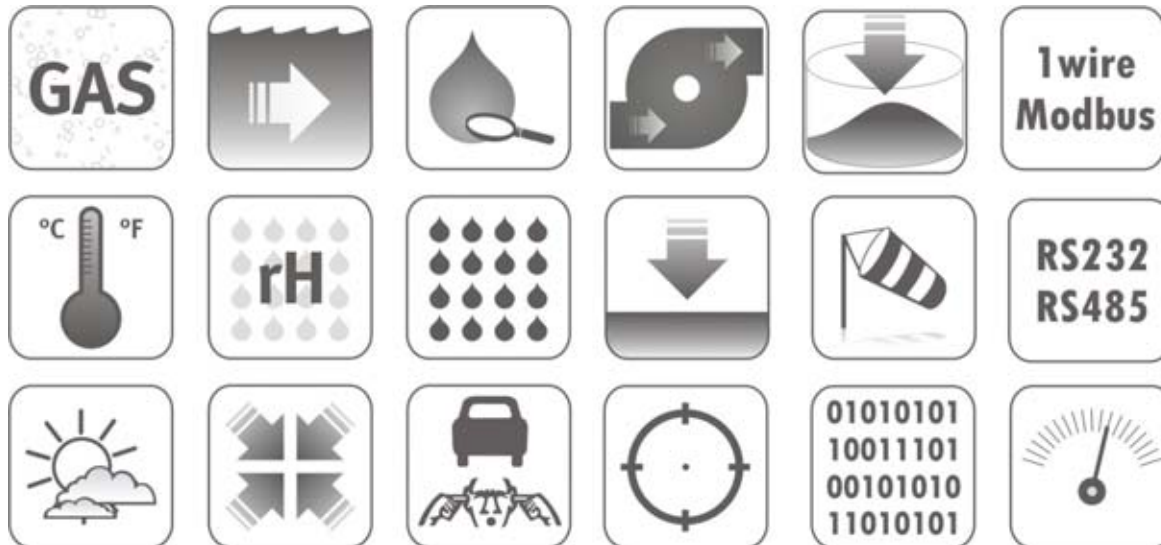
- Automated collection of information is the basis for:
 - Fast, case-related reactivity
 - Processes that are smoothly aligned with each other (logistics, material management, billing)
 - Automatic statistic documentation (for developments, authorities and ...)
 - Prognostic maintenance and repair

The Advantages

- Furthermore remote access to objects with M2M enables
 - New and enhanced service offers
 - The change from product manufacturer to a modern service company
 - Virtual delivery of new products
 - New business models

M2M makes sense in almost any area

- Monitoring, alarming and control of
 - Gas, flow, fill level, water gauge, temperature, weather, climate, emission, position, quality, counter, condition, dosing, pumps, logistics



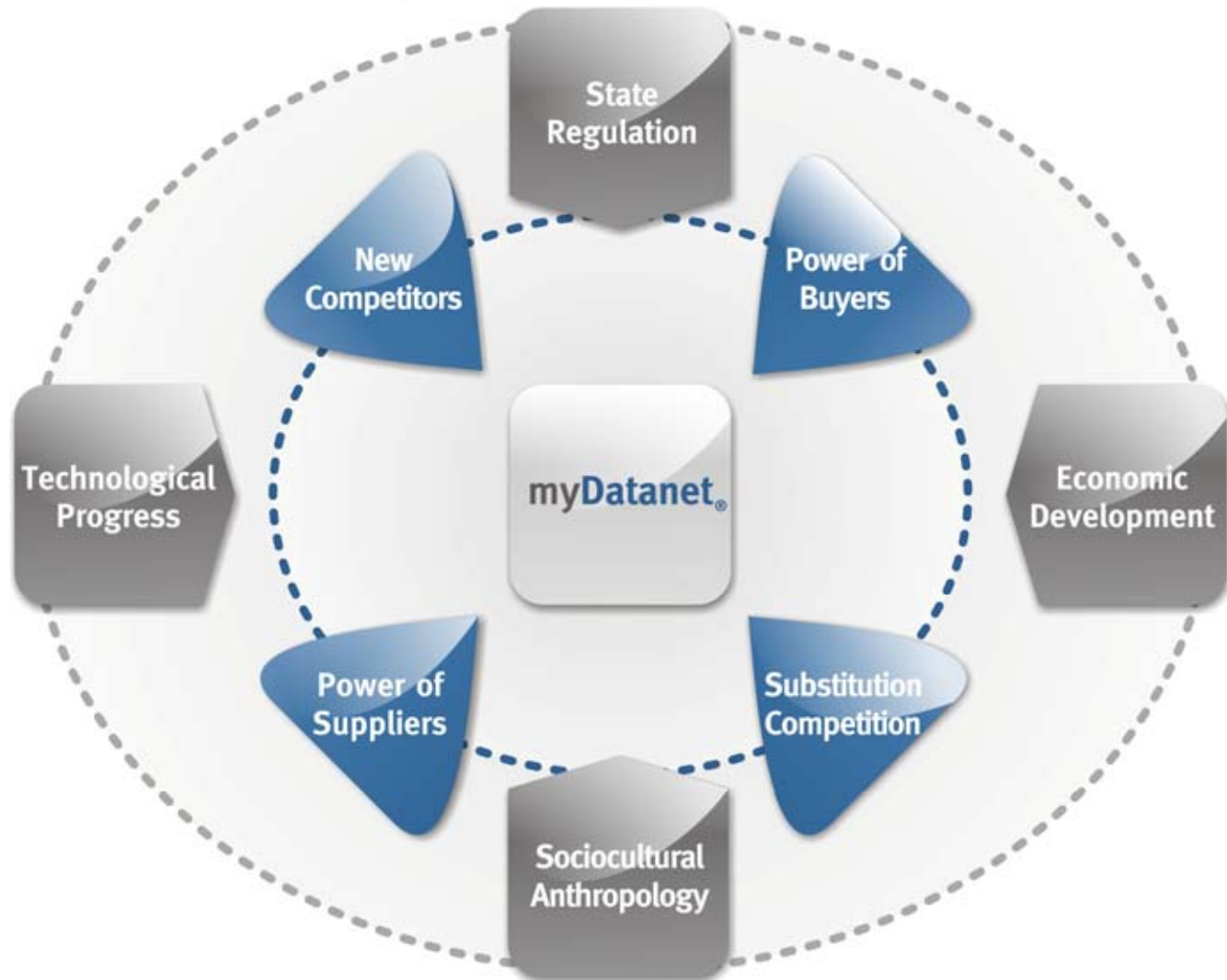
Growth and Future (Harbor Research)

Harbor Research has published a report according to which in the next 5 years:

- The M2M-market will increase to 60 bn.US. \$
- More than 130,000,000 objects will be cross-linked
- Mobile communication will be the dominating transfer mode system
- Western Europe and North America will be one of the strongest growth markets for M2M via internet
- The number of objects cross-linked with mobile communication will exceed the number of personal users

To which degree is the market potential discovered?

M2M-Market Environment



What restrains a higher market penetration

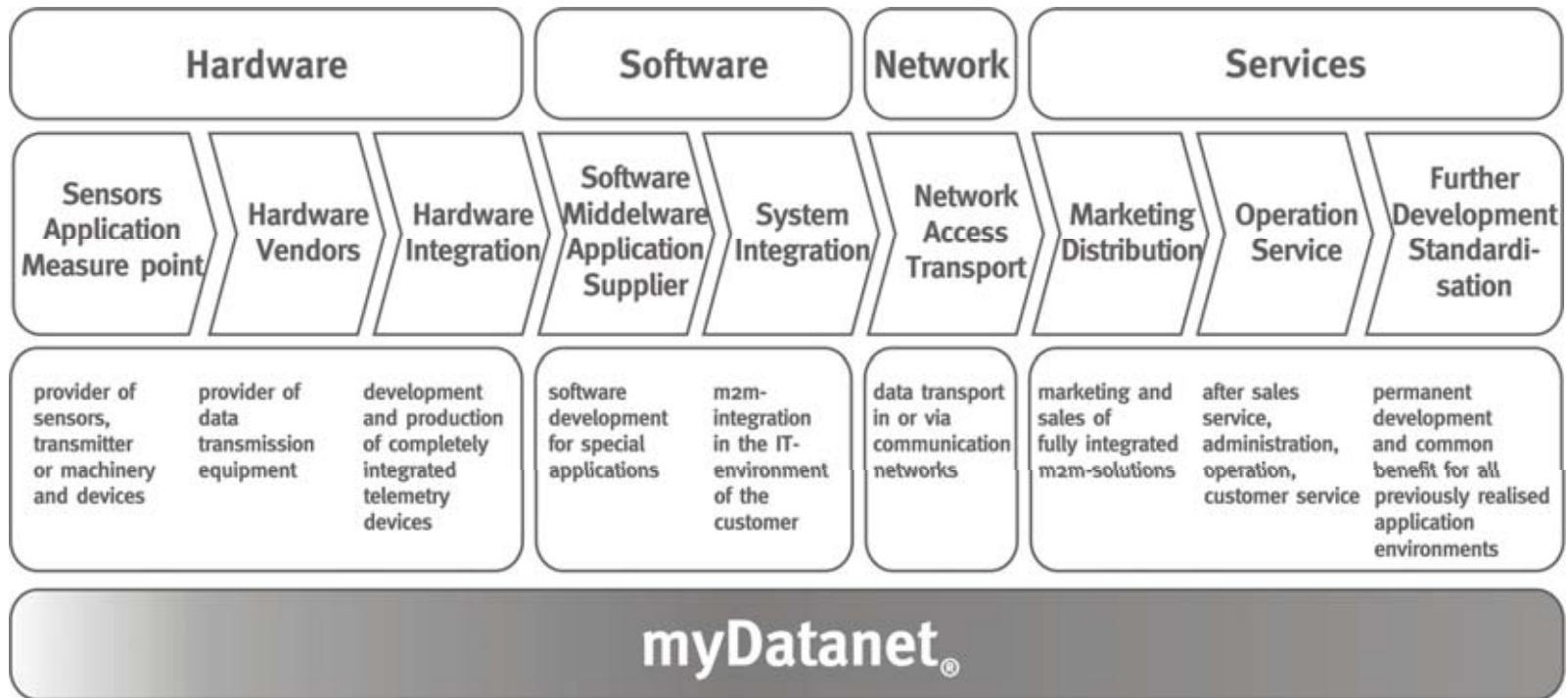
- **Lacking transparency**
- **Lacking standards/proprietary systems**
- **Relatively high integration costs**
- **Relatively high price**
- **Lacking visibility/no identity**
- **No demand/Unawareness of potential demand carriers**
- **No accepted business models**
- **Regulation of the mobile communication markets**
- **No community/lacking dialogue**

**Low demand
due to
economic
factors**

The basic conditions are good

- Technical progress
 - Miniaturisation
 - Intelligent products
 - Bandwidth
 - Localisation
- Sociocultural development
 - 100% penetration of mobile communication
 - High computer density
 - High degree of internet usage
- Economic development
- Regulations

M2M-solutions normally comprises more components



myDatanel - Overview

The measurement **site** sends the measurement data to the **server**.

The **server** stores the measurement data, the actual operation state of all sites and their configuration data.

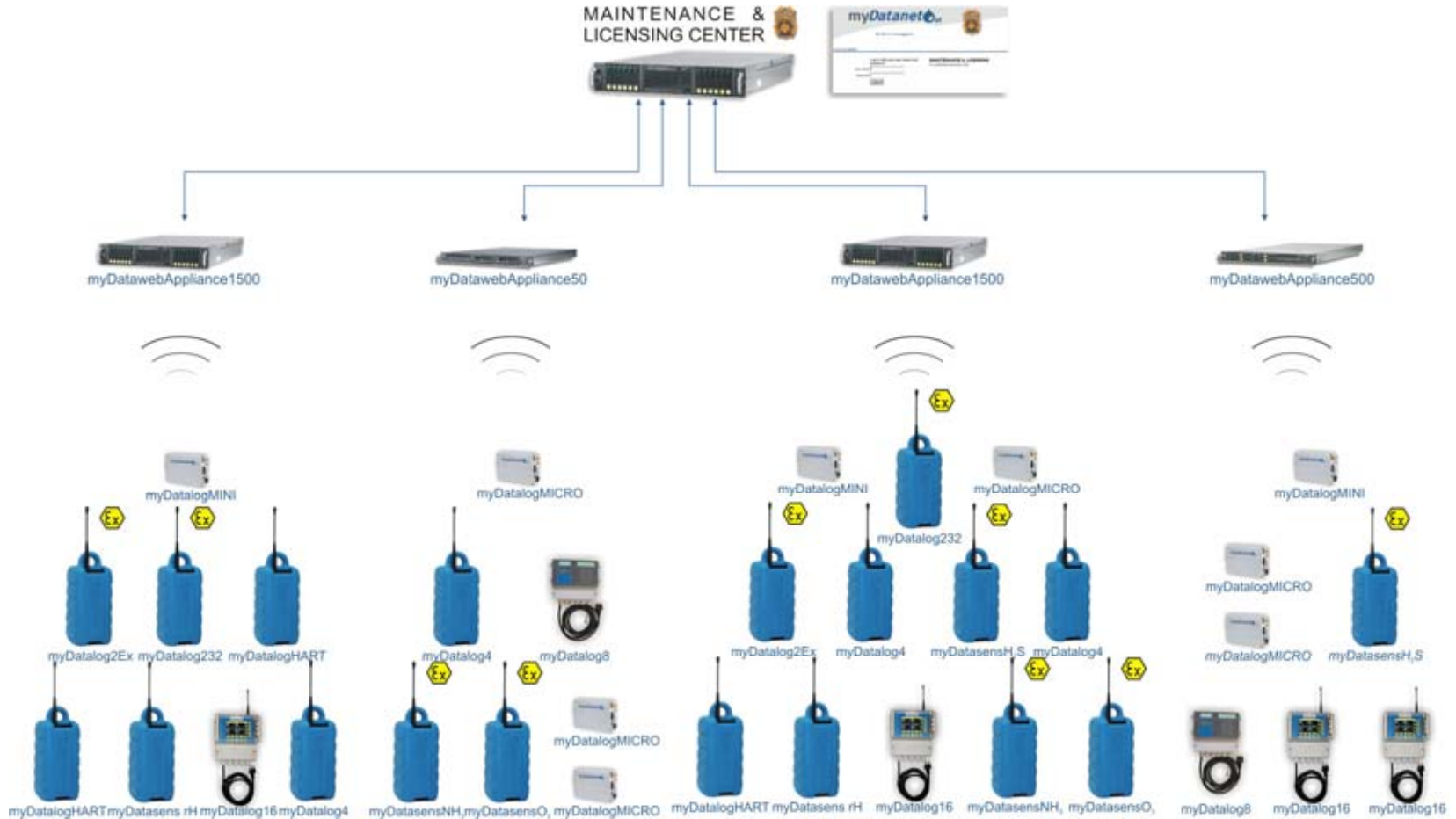
The **provider** has read and write access to all data via their web-browser.

The **customer** has limited access to their own data. Write access is restricted to a few uncritical settings.



Standardised Product for each customer

myDatanel Technology



Welcome to myDatagnet!

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