



## **PNI SENSOR CORPORATION JOINS THE LORA ALLIANCE TO ACCELERATE WIDESPREAD ADOPTION OF IoT-ENABLED SMART PARKING SOLUTIONS**

**SANTA ROSA, Calif. – June 12, 2017** – PNI Sensor Corporation, the world’s foremost expert in precision location, motion tracking, and fusion of sensor systems into real-world applications, today announced that it has joined the LoRa Alliance™. PNI recently introduced [PlacePod™](#), a high-accuracy, in-ground or surface-mounted smart parking sensor that provides accurate vehicle detection in parking spaces, up to 10 years of battery life, and is stable over temperature fluctuations, even in harsh environments.

The PlacePod smart parking sensor solves the most mission-critical aspects of parking management: accurate, real-time vehicle detection and location of available parking spaces. PlacePod communicates with a LoRa gateway to provide accurate real-time parking data. Key features include:

- The industry’s most accurate magnetic sensing system for vehicle detection with the combination of PNI’s high-performance magnetic sensor and vehicle detection algorithms that accurately detect the presence or absence of a car in a parking space;
- Sensors and algorithms are finely tuned for ultra-low power consumption and are always-on, providing continuous vehicle detection without missing a parking event;
- Simplified provisioning, management, and wireless software updates using Bluetooth Low Energy (BLE) via PNI’s mobile application;
- IoT-enabled with complete LoRaWAN compatibility via the built-in LoRa radio for communication with a LoRa gateway.

“Smart parking is one of the key initiatives cities undertake to help improve quality of life in urban areas,” said Becky Oh, President and CEO of PNI Sensor Corporation. “With the widespread adoption of low-power, wide-area networks (LPWAN) based on the LoRaWAN™ protocol, cities will finally be able to leverage the next generation of smart parking solutions in connection with other IoT applications, such as traffic management. As a member of the LoRa Alliance, PNI is pleased to make IoT-enabled smart parking a reality and help cities reduce traffic congestion and carbon emissions while improving the services they provide to the public.”

### **Meet PNI at the 8<sup>th</sup> LoRa Alliance Open House – June 12-14 in Philadelphia**

To learn more about the PlacePod smart parking solution at the LoRa Alliance Open House, email [sales@pnicorp.com](mailto:sales@pnicorp.com) to schedule a demonstration.

### **About PNI Sensor Corporation**

With over 30 years of experience, PNI is the world’s foremost expert in precision location, motion tracking, and fusion of sensor systems into real-world applications. PNI’s sensors and algorithms serve as the cornerstone of successful IoT projects and other mission-critical applications where pinpoint

location, accuracy, and low power consumption are essential. Building on decades of patented sensor and algorithm development, PNI offers the industry's highest-performance geomagnetic sensor in its class, location and motion coprocessors, high-performance modules, sensor fusion algorithms, and complete sensor systems. PNI's technology is used in consumer electronics and wearables, smart parking, IoT, robotics, automotive, military, and other applications, by customers such as Nintendo, Samsung, iRobot, Sony, STMicroelectronics, General Motors, and Ford. To learn more, please visit [www.pnicorp.com](http://www.pnicorp.com).

PNI Sensor Corporation and the PNI logo are registered trademarks, and PlacePod is a trademark of PNI Sensor Corporation. All other product and company names are trademarks or registered trademarks of their respective holders.

#### About the LoRa Alliance™

The LoRa Alliance™ is an open, non-profit association that has grown to more than 400 members since its inception in March 2015, becoming one of the largest and fastest growing alliances in the technology sector. Its members are closely collaborating and sharing their experience to promote the LoRaWAN™ protocol as the leading open global standard for secure, carrier-grade IoT LPWA connectivity. With the technical flexibility to address multiple IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN™ is already being deployed globally by major mobile network operators and is anticipated to widely expand in 2017.

#### About LoRaWAN™

The technology utilized in a LoRaWAN network is designed to connect low-cost, battery-operated sensors over long distances in harsh environments that were previously too challenging or cost prohibitive to connect. With its unique penetration capability, a LoRaWAN gateway deployed on a building or tower can connect to sensors more than 10 miles away or to water meters deployed underground or in basements. The LoRaWAN protocol offers unique and unequalled benefits in terms of bi-directionality, security, mobility and accurate localization that are not addressed by other LPWAN technologies. These benefits will enable the diverse use cases and business models that will enable deployments of large-scale LPWAN IoT networks globally.

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