



News Release

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Sprint's M2M Expertise: Making Technology "Wishes" Come True

*Sprint's Open Solutions Conference Showcases M2M "Magic Wand":
Enabling Technology like Never Before*

OVERLAND PARK, Kan. – Oct. 28, 2011 – [Sprint](#) (NYSE: S) machine-to-machine (M2M) executives know "I wish I could ..." is a phrase uttered by almost everyone on earth.

In the M2M world, "I wish I could" might apply to ...

- **Automating and monitoring energy usage** in the office from a wireless tablet – conserving energy without sacrificing comfort
- **Being notified when a beer keg is about to run out** – keeping business at peak efficiency
- **Monitoring the company's security cameras** – without having people watching the monitors
- Knowing that **teens or employees are driving responsibly**
- **Golfing at Pebble Beach, St. Andrews and Augusta – all in one day**
- **Ambulances communicating real-time patient data to the hospital** – helping save lives
- **Creating a greener planet** – using vehicle systems to help improve air quality

What was once a wish is now a reality, as Sprint's M2M "magic wand" technology, its pioneering developers and advanced support systems are making all of these "wishes" come true.

Having long been a leader in M2M technology, Sprint is hosting its 11th annual [Open Solutions Conference \(OSC\)](#) Nov. 2 – 4 in Santa Clara, Calif., highlighting the company's open strategy to provide enterprises, developers and entrepreneurs with valuable Sprint support.



For the first time, wireless devices in the U.S. now outnumber people according to [CTIA](#), the wireless industry's trade group. Furthermore, [Analysys Mason](#) reports the global market for M2M device connections will grow from 62 million device connections in 2010 to 2.1 billion in 2020.

To serve this exploding demand for mobile information, Sprint's Emerging Solutions Group continues to expand its relationships with trusted, innovative companies to create successful M2M applications for business, consumer and public safety uses.

"Today, we're creating M2M applications which were only wishes a few years ago," said [Danny Bowman](#), president-Sprint's Integrated Solutions Group. "The Open Solutions Conference will showcase real M2M solutions producing tangible benefits now – more efficient energy management, carbon footprint reduction, increased safety and security, business productivity improvement and cost savings. This is an opportunity to see where M2M growth is emerging, and gain insight into how developers and businesses can create their own innovative solutions."

Managing energy consumption from your device – Monitoring and Convenience

Sprint and [Universal Devices](#) are collaborating to introduce a cost-effective way to automate, monitor and manage energy usage in the office – through a wireless tablet, smart phone or Web portal.

This intelligent M2M solution conserves energy by gathering pertinent data such as climate conditions, utility price and office occupancy rates to automatically:

- Adjust thermostats
- Dim lights
- Turn off office equipment
- Send alerts to a wireless device if motion is detected

Enabled by the Sprint wireless network, this standalone system does not require complex IT integration. Visit Universal Devices in the Sprint [Demo Room](#) to find out how to manage every facet of energy consumption.

The "talking" beer keg: The wish of a lifetime – Digital Applications

The kegerator, a collaboration between Sprint, [Bug Labs](#) and [Axeda](#), enables liquor distributors or manufacturers to remotely monitor kegerator usage, temperature, and beer levels or send an alert that beer is almost gone, allowing business owners to be keenly aware of product inventory and consumption levels.

Imagine that ... a "talking" keg. See the connected kegerator in the Sprint Connected Lounge. Beer here!

Monitoring security cameras without having people monitor them – Digital Surveillance

[Cernium](#) and Sprint are using M2M technology to transform ordinary security cameras into proactive video surveillance solutions. Statistics show that property crime is reduced by two-thirds when cameras are used, according to OJO Technologies.



[CheckVideo|Sprint 3G](#) provides intelligent video surveillance for enhanced security, communications and business operations. It “watches” every camera 24/7 for activity of interest and sends out real-time video alerts when people, vehicles, or motion is detected.

CheckVideo|Sprint 3G includes hardware and software as a service (SaaS), and can be installed easily and cost effectively in virtually any indoor, outdoor or remote location. A machine is watching a video camera!

Knowing your teen or employee is driving responsibly – Usage-Based Insurance

Sprint and [Applus Technologies](#) have introduced the A+ Tracker which monitors driver / vehicle activities and can be programmed to flag anything from a teen’s distracted driving to a taxi driver’s excessive speeding.

A+ Tracker helps improve safety and driving efficiency while enabling Usage-Based Insurance, distracted driving, fleet management, and roadside assistance. Now, insurance costs can be calculated by real driving habits.

Now on the #1 tee – Digital Entertainment

[Golden Tee LIVE](#) and Sprint were the first to utilize wireless technology to enable players to compete in real-time, worldwide Golden Tee video golf tournaments.

With Sprint’s wireless M2M technology, tens of thousands of players can compete simultaneously – live – from their local taverns and restaurants while scores are updated universally, hole by hole.

Stop by the Sprint Connected Lounge and play a few holes. No quarters required.

Real-time communications with hospitals – Connected Transportation

[ProTransport-1](#), with Sprint and [Feeney Wireless](#), outfit ambulances with location-based connections to facilities, databases and staff to enable faster response while emissions testing, driver behavior reports, preventative maintenance and fuel analysis help reduce carbon dioxide output.

Connecting Transportation – Greener Planet

[Trimble](#) and Sprint provide U.S. government agencies a broad range of [fleet-management capabilities](#) including vehicle monitoring, diagnostics, driver safety and identification services which lower operating costs, manage mileage, reduce idle time / emissions, and improve safety. Now *that’s* government efficiency.

Rain in the area? The sprinkler shuts off – Managing Fixed and Mobile Assets

Thanks to [New Boundary](#) and Sprint, sprinkler systems can automatically shut off when it starts to rain. This is just one way Sprint and New Boundary provides customers with efficient, real-time management of their fixed and mobile assets. No more sprinkling in the rain (or wasting water).



Get cash virtually anywhere ... including the Sprint Connected lounge – Digital Commerce

[Triton Systems, LLC](#) and Sprint M2M make it possible to deploy an ATM just about anywhere, with plug-and-play simplicity and reduced cost. I'll withdraw five Andy Jacksons!

Sending health info to the doctor while on the go – Health and Wellness.

Sprint and remote health-management provider [Ideal Life](#) have introduced wireless touch-screen kiosks to help individuals [track their health and wellness](#). Using Sprint's 3G network, patients can now send important health data (blood pressure, weight, glucose levels and other biometrics) to doctors from remote locations.

Ideal Life plans to place the new cloud-based kiosks in libraries, schools, clinics, doctors' offices and community health centers. At OSC, you can check your vital signs in the Sprint Demo Lounge.

Major retailer protects expensive equipment outside its stores

[Omnilink Systems'](#) tracking technology on the Sprint network helps companies monitor retail products left outdoors after hours. One Fortune 100 retailer could not stop thieves from stealing expensive goods left outside their stores at night. To detect this behavior and aid in asset recovery, Omnilink activated tracking devices that were placed covertly on the goods and monitored using Omnilink's FocalPoint™ software.

"The above examples illustrate that the Sprint Emerging Solutions Group is all about open development," said Wayne Ward, vice president-Sprint Emerging Solutions Group. "The developer community has told us they need resources which accelerate their speed to market and deliver simple, unencumbered access to full network capabilities. Considering that M2M applications enhance public safety, business efficiencies, sustainability and cost savings, Sprint is only too willing to invest in technology and processes that foster innovation."

Sprint's Open Solutions Conference – getting you from concept to reality

Business executives, technology managers and developers attending the [Sprint Open Solutions Conference](#) will hear from some of the industry's leading M2M experts, including remarks from Sprint CEO Dan Hesse, Sprint Business President Paget Alves, Danny Bowman, Wayne Ward and others. The three-day conference will also have more than [40 breakout sessions](#), a special focus on M2M and showcase cutting-edge products and technologies.

Attendees will have the opportunity to interact directly with M2M developers and applications through dialog, breakouts, networking, a staffed [Demo Room](#) and an exhibit floor featuring "[real](#)" M2M solutions.



About Sprint Emerging Solutions Group

The Sprint Emerging Solutions Group (ESG) is an industry leader in machine-to-machine (M2M) and embedded solutions. ESG delivers a full complement of assets critical to successful M2M and embedded solutions deployments. These include network agnostic capabilities (including 3G, 4G, CDMA and a reliable Tier 1 IP network); specialized industry solutions engineering teams; an open approach to devices and applications through the company's Open Device Initiative; an expansive M2M partner ecosystem; and the ability to provide customer solutions that can include distribution, branding, billing and customer care services. To learn more, view this special ["What if ..." M2M video](#) and visit www.sprint.com/m2m.

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 53 million customers at the end of 3Q 2011 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Newsweek ranked Sprint No. 3 in its 2011 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

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