

## ASX MARKET RELEASE

### World's Largest IoT Trade Show Launches in California as Buddy Announces New Partnerships & Products

**May 10, 2016 – Santa Clara, Calif.** – Buddy Platform Limited (ASX:BUD) today announced details of the company's presence at "Internet of Things World" (IoT World), the largest trade show dedicated to the Internet of Things, being held this week in the heart of Silicon Valley.

Buddy is a sponsor and significant exhibitor at IoT World this year, with a prominently located booth and branding inclusion in event marketing materials. Additionally, Buddy CEO David McLauchlan will deliver the opening session of the "IoT and Cloud" speaking track. Buddy will also be producing a daily video series from the event, from studio facilities at the company's booth.

Reflecting a substantial pace of traction and industry engagement that has only grown since the company listed on the ASX last December, Buddy's IoT World event lineup includes:

- Connected city demonstrations with leading IoT players and Buddy partners [Gimbal](#) (mobile engagement), [Marvell](#) (silicon solutions), [Noveda](#) (energy and resource usage monitoring), [Ubicquia](#) (smart city infrastructure) and [Zentri](#) (secure, connected platform for IoT) illustrating the [Quantified Economy](#) at work
- Buddy CEO David McLauchlan's talk, "Enabling the Quantified Economy," May 11, 11:20 A.M. PST
- Launch of Buddy's new "Two-Way Communication" functionality, which enables control of devices or systems based on processing of data ingested from those same systems
- Developer preview launch of a completely re-designed Buddy Portal
- Launch of Buddy's new Windows IoT Core SDK – offering native access to Buddy's IoT Data Graph from any silicon platform running Microsoft's Windows IoT Core
- A fully powered and connected model smart city, built entirely out of Lego
- Launch of a brand new website at <http://buddy.com>.

#### **Buddy booth to feature model smart city – fully connected and live**

A key theme of IoT World 2016 is connected smart cities, and together with the company's partners, Buddy will be demonstrating real-world scenarios with the help of a model smart city. Built entirely out of Lego, but powered by real smart city technology from Zentri Corporation and Marvell Semiconductor, "Buddyville" demonstrates Buddy's powerful and scalable backend data services combined with smart city sensors increasingly being deployed in cities around the world.

Zentri, an IoT platform provider helping organizations get secure and managed IoT services to market faster, integrated their platform with Buddy Platform. Running their ZentriOS operating system in devices and leveraging their device management service and cloud data exchange,





the platform streams telemetry and control to the Buddy Platform. Zentri's CEO, Paul Fulton said, "We're delighted to have the opportunity to showcase the seamless integration between the Zentri secure platform for IoT and the Buddy Platform for secure data management and control. We'll be showing IoT World attendees just how simple it is to use the Zentri and Buddy platforms to get their devices connected and managed to create real value, such as data driven product insights, enabling new lines of business, and providing efficient and smart management of fleets of connected products."

Buddyville also features [Marvell's Andromeda Box IoT gateway technology](#) made for Brillo, Google's operating system and leverages Buddy's cloud for telemetry data management. The Andromeda Box is a highly scalable ARM based platform for the rapid development of connected devices. Not yet available in production, the team at Marvell provided Buddy with pre-release hardware and support to enable the IoT World demonstration. Said Aviad Zagha, Director of Marketing & Business Development at Marvell Semiconductor, "Marvell is delighted to work with Buddy at IoT World this year, as we preview data integration between Buddy and our Andromeda Box – a rapid development platform for smart and connected devices."

### **Partner Demonstrations at Buddy's IoT World Booth**

The 600sqft booth Buddy will be hosting at IoT World will also include live demonstrations of connected streetlight technology from partner Ubicquia. Using streetlight sensors mounted on top of existing in-place streetlights, Ubicquia enables cities to become smart cities in very short time frames. With nearly half a billion streetlights installed world-wide, and 155 million installed in the United States alone, there's an incredible opportunity to help cities enter the connected age via these assets and the data they can generate. Tre Zimmerman, Ubicquia's CTO and Co-Founder said, "Ubicquia's streetlight sensors create low cost sensory networks that offer a fast, affordable path to smart city functionality. By partnering with Buddy for sensor telemetry and data management, we're excited to offer customers complete flexibility in how they access and manage their data". Ubicquia expects to have up to 1.5 million streetlight sensors installed worldwide by end of year.

Well-known Buddy partner, Noveda Technologies will be show-casing their energy and resource management technology in Buddy's booth this year. Noveda CEO Govi Rao will be attending the event, and said, "With the deep partnership we have with Buddy, we're very pleased to be showcasing our smart cities integration with the Buddy team at IoT World 2016. As we continue the migration of facilities' data around North America over to the Buddy Platform, we're excited to meet new prospective customers and expand our install-base at this show".

### **Buddy CEO to deliver opening session of "IoT and Cloud" speaking track**

Buddy Platform founder and CEO David McLauchlan will deliver the opening session of the IoT and Cloud speaking track with a talk on "[Enabling the Quantified Economy](#)" at 11:20 A.M. on Wednesday, May 11, at the Santa Clara Convention Centre.

McLauchlan will discuss how to harness the explosion of IoT data to realize a market opportunity estimated to reach \$1.3 trillion by 2020, and expose areas where IoT has understated potential. He will also delve into how the IoT community can solve, even predict, community disasters such as the water crisis in Flint, Mich., through IoT for Impact, a Buddy-sponsored initiative for social good.

### **Two-Way Communication**

Developers of IoT and connected device applications will welcome the launch of Buddy's new Two-Way Communication functionality. This new feature – coming at the request of several customers – allows the Buddy Platform to initiate control signals or messages to devices in communication with the platform. These control signals use standardized protocols, and can be initiated manually by account owners or triggered automatically based on the results of queries on the inbound telemetry data from devices under management.



The Two-Way Communication feature may be deployed in countless scenarios, ranging from anything as simple as sending a water pump “off” signal when water level sensors trigger, to complex energy and resource management across globally distributed facilities. Buddyville will feature live, real-world demonstrations of this functionality.

### **Buddy Portal Developer Preview**

Buddy is today launching a completely redesigned new Buddy Portal dashboard and interface experience for developers to use as they create products using the Buddy Platform. Featuring a completely new “look & feel”, the Portal makes it much easier to understand, monitor and control the devices connected to Buddy, while adding new support for features such as Two-Way Communication.

### **Windows IoT Core SDK**

The company is pleased to announce the immediate availability of a new software development kit (SDK) for Microsoft’s Windows IoT Core operating system. This SDK will allow seamless access to Buddy for telemetry data management, from any product running Windows IoT Core on supported hardware such as Raspberry Pi, Arduino, MinnowBoard MAX, Qualcomm DragonBoard 410C and Sharks Cove.

### **About Buddy**

Buddy Platform Limited ([BUD.ASX](http://www.buddy.com)) provides one of the world's first data aggregation and management platforms for the IoT and connected devices. Buddy advances the Quantified Economy by providing the critical infrastructure by which businesses and organizations can, in real time, access and analyze the data generated by connected devices, and unlock the economic opportunities delivered by this data. Buddy Platform users represent a wide variety of industries, including airlines, agriculture, automotive, consumer electronics, robotics, software development, telecommunications, and transportation. Buddy is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

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