Etisalat Group Joins M2M World Alliance

Barcelona, Mobile World Congress, February 28, 2013: Etisalat Group, the leading telecommunications operator in the Middle East, has joined the M2M (machine-tomachine) World Alliance, a coalition of companies that includes KPN, NTT DOCOMO, Rogers Communications, Singtel, Telefonica, Telstra and Vimpelcom.

"Etisalat Group looks forward to working with our global counterparts to help shape M2M policy globally and to ensure enhanced development across the region," said Khalifa Al Shamsi, Chief Digital Services Officer at Etisalat Group. "We believe this Alliance has great potential to create real value for our business customers, and we look forward to playing an active role alongside other global leaders."

The M2M World Alliance announced last year its intent to bring technology to market that would simplify the process of global M2M deployments.

Multinational corporations planning to roll out connected devices worldwide face an array of problems, such as the limited local coverage of some mobile operators, fragmented network landscapes and multiple SIM management platforms. The M2M World Alliance intends to build a market-driven M2M ecosystem that provides cost efficient, multi-network M2M solutions for multi-national customers wishing to simplify deployments in retail, healthcare, consumer electronics, transportation, automobiles and energy on a global scale.

Khalifa Al Shamsi, the Chief Digital Services Officer at Etisalat Group and Shane Rooney, the Vice-President of Machine-to-Machine at Etisalat Group (pictured), hosted the representatives of the M2M World Alliance at the Etisalat stand in Mobile World Congress 2013 to celebrate the new alliance.

M2M, a term for the exchange of data between machines and and information technology infrastructure, has many industrial and commercial applications. By 2021 there are expected to be more than 2 billion M2M connections.

About Etisalat

Strong commitment to excellence and innovation has seen Etisalat become one of the world's fastest-growing telecom groups, rapidly expanding across Asia and Africa. Its UAE operations, strategically located at the crossroads of East and West, enables Etisalat to be the major hub in the Middle East for Internet, voice, broadcast, roaming and corporate data services. Etisalat has been recognised as 'Best Operator' 10 times since 2006 and 'Best Wholesale Provider' four times in the last three years. Servicing over 139 million customers in 15 countries Etisalat continues to reach out to new customers and markets.

Please visit Etisalat at Mobile World Congress in Hall 2, Stand #2B110.

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