



April 2016

Connect. Secure. Monetize.

With [Business Insider projecting 34 billion connected devices by 2020 and \\$6 trillion spent on IoT solutions in the next five years](#), the IoT revolution is set to exceed any of those that came before it.

Keep calm and connect on! Yes, securing our connected world is of paramount importance. And yes, security pays off, both to protect your brand and to generate additional revenue. The good news, the solutions that have proven successful for decades in sensitive industries like banking and government can also secure the IoT. Consider security architecture at the beginning of development projects and protect the end-to-end ecosystem including the device, the data, the user, the network and cloud. If your solution is already deployed, get a risk evaluation and shore up weaknesses. The good news is the same solutions implemented to protect and defend your IoT application can also provide segmented stages of authentication that can be leveraged for monetization. Learn more about how Gemalto can help [in this recent story in Information Age](#), or [contact us](#) for an expert consultation.

Best regards,

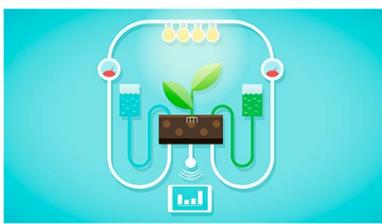
Manfred Kube
Head of M2M Segment and Offer Marketing



Powering the Wearables Revolution with eSIMs and On-Demand Connectivity

The wearables market is exploding with growth projected at more than 173 percent this year and more than 155 million devices expected to ship by 2019 (according to IDC). Innovative product design, cost effective pricing and compelling apps are driving increased consumer demand and eSIMs and On-Demand Connectivity solutions are simplifying adoption.

[Read more in this recent RCR Wireless story by Gemalto Business Development Director, John Lineberg!](#)



Connected Gardening Get a Green Thumbs Up

The IoT is catching up with horticulture thanks to innovative M2M devices including robomowers and self-regulating hydroponic systems. [Read about five innovative products](#) that are making gardeners' lives easier in [The Review](#).

[Click here to learn more!](#)



We've Moved!

We're excited to announce that as of April 18, Gemalto M2M GmbH is in a new location at: Werinherstr. 81, 81541 Munich, Germany. The move brings together in the same location the expertise of our Munich M2M IoT and Identity and Access Security teams, allowing us to deliver on our promise to help customers Connect, Secure and Monetize the Internet of Things. Please update your records and stop in for a visit soon!

[Contact us here.](#)



Gemalto's Growing LTE Cat. 1 Family

Gemalto is rolling out a growing family of efficient, next gen LTE Cat. 1 M2M modules including the [Cinterion ELS61](#) and [Cinterion ELS31](#) with more on the way. Learn more about the value of Cat.1 technology [in this short video by Axel Hansmann](#), Vice President of Strategy and Portfolio M2M at Gemalto.

[Learn more here!](#)



Experience the IoT in VR

If you missed it at recent trade shows, you can experience Gemalto's Virtual Reality World of New Mobility [on iTunes](#) or [on Google Play](#). And if you have some Google Cardboard goggles around, you can even more immersively experience firsthand how trusted technology and the IoT are making life a whole lot easier. Don't have VR goggles? We'll send you some! Be one of the first five respondents to contact us and we will send you a complimentary pair of Google Cardboard goggles.

[Contact us here.](#)



Can pacemakers and medical implants really be hacked?

They sure can! Welcome to the age of body hacking.

Read [the Gemalto Blog](#) to learn how software updates could become the latest and greatest medical treatments and [why the medical industry is calling for a Hippocratic Oath for Connected Devices](#).

Security concerns aren't just limited to healthcare. Business leaders across varied industries report that [security and data privacy must be addressed to remove the greatest barrier to M2M adoption](#).

How? [The GSMA's new IoT Security Guidelines provide best practices for all key players](#) in the ecosystem.

[Learn about new software strategies for taking advantage of all the new connectivity.](#)

[Learn more in our blog.](#)



Meet us @

Schedule an appointment to see Gemalto's latest innovations at:

- [M2M World Congress 2016](#) - Apr 26-27, 2016 London
- [IoT World](#) - May 10-12, 2016, Santa Clara, CA, USA
- [SDW 2016](#) - May 10-12, 2016, London, UK
- [Cards & Mobile 2016](#) - May 17, 2016, Riga, Latvia

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