

Just as the PC, the Internet and the mobile phone have revolutionised the way in which people now communicate, M2M or machine-to-machine communication is well regarded as 'the next big thing' for the IT world.

Machine-to-machine is technology that allows machines to communicate with each other, and initiate actions in real time without human intervention. Whilst admittedly not an everyday term for most people, for Comtech M2M, a technology company based in the North West of England which embraced M2M as far back as 1997, the concept is proving to be more than just visionary.

Today, the company is recognised independently as a world leader in machine-to-machine communication, ranking in M2M Magazine's international Top 100 for the fourth year running. It has already used its pioneering expertise to deliver solutions for an impressive roster of household names including Nintendo, Camelot, BT Redcare, Kraft and Bombardier Transportation.

From humble beginnings, the company has grown to 40 employees with a current annual

turnover of more than £2.8 million and has recently moved into state-of-the-art offices in its heartlands of Bolton to meet escalating business demands.

In a world with six billion people and 50 billion machines, the future of companies like Comtech M2M is regarded as limitless.

The company now finds itself a communications company for all kinds of remote assets and equipment. Best described as a 'haulage company for data' it offers both fixed and wireless intelligent communication solutions, web-based management software and M2M services that are complementary to a whole spectrum of machine applications. Its systems have a myriad of business applications, the diversity of which range from beer dispense to ticket machines and have recently opened up major new commercial advertising opportunities to UK newspaper groups.

extra...

Comtech M2M's most recent innovation, **extra...** is a pioneering breakthrough in wireless digital signage that delivers headlines and creates important new advertising revenue opportunities for newspaper publishing groups. Developed as a result of the firm's intensive, £5 million, five year development programme and launched during 2007, the system is being heralded as the 21st Century answer to the traditional newspaper billboard and has already been embraced by media titles including London's Evening Standard as well as regional media powerhouses Newsquest and Northcliffe Media Limited.

It is the only digital signage system to combine LED and LCD displays with wireless mobile technology. Both dynamic advertising and 'ticker' headlines can be sent by news and sales teams to one or many units located in any number of indoor or outdoor sales outlets nationwide... *at the click of a button!*

The **extra...** system is important as it provides media companies with a real opportunity to grow traditional advertising revenues by opening up the outdoor advertising market to them. Unlike wired or broadcast advertising, which typically requires complex networking technology, the **extra...** system enables the direct delivery of advertising data to in-store displays, eliminating the need for onsite networks.



15 years of innovation

Comtech M2M was founded in 1992 by Barry Lowe and Steve Davies. The company launched its first OEM modem modules, specifically designed for machine-to-machine communication in 1997, and quickly began working with major technology brands such as Sony and Grundig

The year 2000 saw the launch of μ WEB – the first ever end-to-end infrastructure for monitoring and controlling networked equipment via the internet. This was followed, in 2005, by μ WEAVE, an advanced technology enabling businesses to easily integrate the system within their own data management systems, also via the Internet.

“Comtech is a leader in M2M and has been since the very early days”

M2M Magazine

2,500 digital displays were rolled out in 2006 across retail stores for national lottery operator Camelot. Managed remotely from head office, the displays are updated with the latest jackpot totals in real-time for both the Lotto and Euromillions games, and have been highly successful in supporting lottery ticket sales. The following year, veteran video game company Nintendo deployed more than 300 digital posters from Comtech M2M in Game and Gamestation stores to promote the Wii game console and new game launches. The total number of units deployed has now risen

to over 500, testimony to the true scalability of this type of solution. Hot on the heels of this contract the company has just launched its innovative **extra...** wireless digital signage system for the media industry.

“Comtech has a very strong product offering, the breadth of which is quite surprising. The company has clearly listened to customers and identified the points at which it could enhance its products to improve operations and adoption. Comtech deserve kudos for stratifying the market needs into higher and lower functioning devices and building accordingly. They have taken the measure necessary for application integration as well as delivering the communications aspect of the solution which is a direction that the industry is sure to follow. Companies have become market leaders with less compelling products.”

Wireless Data Research Group

Comtech M2M's Managing Director, Sean Keenan has more than ten years' senior management experience. Originally a chartered accountant with Ernst & Young, he has played a pivotal role in the acquisition and integration of five separate businesses while at the Hutchinson Smith Group and has spear headed the growth and development of Comtech M2M.

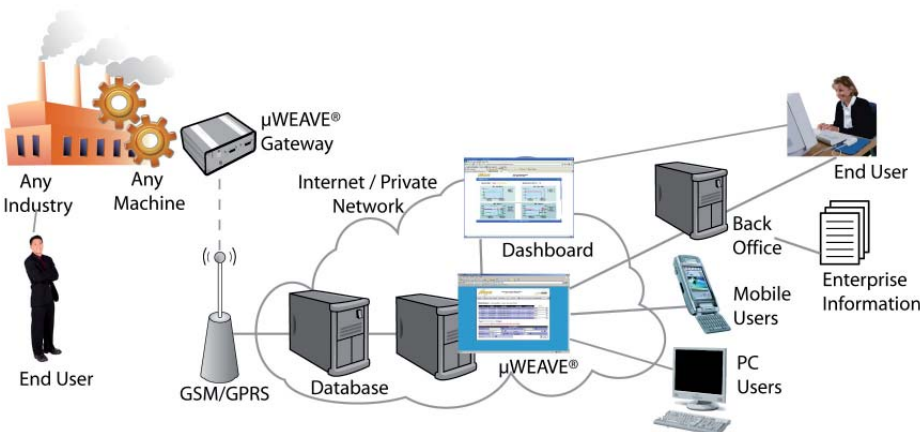
technically speaking...

Comtech M2M develops modems, routers and telemetry systems to enable customers to reliably monitor and communicate with equipment in remote locations. It provides viable solutions for OEMs (Original Equipment Manufacturers), VARs (Value-Added Resellers) and Systems Integrators. The μ WEAVE wireless communication platform has not only enhanced business and process monitoring for its customers, but has also opened up new advertising revenue opportunities.

Comtech M2M's customers can immediately benefit from off-the-shelf products or alternatively fully integrate the technology with their own products and services. It includes a full system for quickly integrating the real-time data generated by equipment into existing business processes.

“Comtech has already gained substantial experience in the rapidly developing M2M business across a broad range of applications, with an impressive list of users. This is reflected in the maturity of their communications solutions, which manage to combine quick wins for customers with flexibility to cater for future needs. M2M solutions work best when they can respond to user needs as they develop over time, thereby enhancing competitive advantage while maximising return on investment. Comtech has recognised this and built its comprehensive range of M2M products accordingly.”

Harbor Research



COMTECH M2M
inspiring innovation

Contact

Comtech M2M Ltd, Comtech House,
Paragon Business Park, Chorley New Road,
Horwich, Bolton, Lancashire, UK, BL6 6HG
T +44 (0)1204 664330 F +44 (0)1204 664334
sales@comtechm2m.com www.comtechm2m.com

