

UROS Group joins forces with Tata Communications to accelerate IoT and Smart City projects

- Addressing the digital transformation needs of commercial and public sector organisations globally with IoT and Smart City solutions

5th December, 2018 – Hong Kong/Singapore. UROS Group, a global innovator in turnkey IoT solutions and smart connectivity, is collaborating with [Tata Communications](#), a leading digital infrastructure provider, to support the deployment of IoT and Smart City solutions across large commercial and public sector organisations globally.

This collaboration will leverage the latest technologies and industry resources of both companies. The UROS IoT platform will be coupled with the Tata Communications MOVE™ IoT connectivity platform to power IoT-enabled devices and services in various industry verticals, including smart connectivity, smart cities, municipal water, pulp & paper, oil & gas, food & beverage, sports & media, and construction.

UROS will use the Tata Communications MOVE™ bootstrap eSIM and physical SIM capability. This will enable the company to accelerate the deployment of new IoT devices for its customers while reducing roaming costs and simplifying connectivity management. End users will benefit from seamless, always-connected IoT experiences globally.

“Over the next two years, our target is to serve hundreds of millions of users globally with our IoT platform. Tata Communications will be one of our key partners in fulfilling that target and we are proud to join forces with them”, said UROS CEO Jerry Raatikainen. “UROS already actively supplies turnkey solutions to various verticals, and by working with Tata Communications, we can further reinforce the consistently high-quality and reliable user experience to our customers throughout their digital transformation journey.”

The collaboration focuses on the exponentially growing IoT and Smart City market, with the number of connected IoT devices estimated to reach 20.4 billion by 2020 (1), and the overall market value for smart cities globally predicted to surpass \$2 trillion by 2025. (2)

“We want to create a world of truly global, borderless connectivity – where anything can be ‘born connected’,” said Anthony Bartolo, Chief Product Officer, Tata Communications. “There are huge opportunities for organisations across sectors to transform how they operate and serve their customers through new, always-connected services and applications. We look forward to leveraging our relationships with more than 600 mobile network operators worldwide to help UROS’ customers innovate and accelerate their growth through IoT.”

Tata Communications MOVE™ is part of Tata Communications' aim of creating truly borderless mobile experiences for people and things, and growth strategy in the global IoT market. It is underpinned by Tata Communications' relationships in the world's mobile ecosystem and its global network, which today connects 4 out of 5 mobile subscribers and carries around 30% of the world's Internet routes.

(1) Forecast from Gartner Inc., February 2017.

(2) Forecast from Frost & Sullivan, April 2018.

TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries. Tata Communications MOVE is a trademark of Tata Communications in certain countries.

Media Contact for UROS Group:

Unna Hallikainen, Director of Marketing
+358 50 595 1242
unna.hallikainen@uros.com

UROS provides turnkey IoT and global connectivity solutions for a broad range of vertical industries, mobile operators, corporates and consumers through its IoT platform. UROS' award-winning technology is developed in-house and holds several patents globally. Headquartered in Oulu, Finland, UROS was recently named the fastest growing company in the country. For additional information visit [uros.com](#).