

UROS and the University of Oulu announce strategic partnership

- Long-term cooperation with combined investments reaching €2-3 million per year
- Focusing on IoT connectivity and IoT related business verticals, covering research and business development

2nd September, 2020 - Oulu, Finland. UROS and the University of Oulu are pleased to announce they have entered into a long-term strategic partnership that will see them forge closer links across a broad range of activities.

The strategic partnership focuses on IoT connectivity and IoT related business verticals, such as the digitalisation of environmental technologies. The partnership covers research and business development with the goal of developing commercially viable innovation that responds to the industry's current needs.

The value of the agreement is estimated at € 2-3 million per year, taking into account investments from both sides.

From a practical standpoint, the research cooperation will include joint activities related to UROS customer projects, partner projects as well as entirely new, co-funded projects. The concurrent educational cooperation will see Oulu University students collaborate with UROS R&D teams on Master's degree thesis assignments within fields such as artificial intelligence (AI) and its real-world applications.

The University of Oulu's high-class research infrastructures and the upcoming UROS Innovation Center will provide additional support to the cooperation in the form of facilities, knowledge-based resources and related services. This will also create a foundation allowing other stakeholders in the IoT ecosystem to contribute to the projects and benefit from the results.

"We are very proud to partner with the University of Oulu. They are known for their world-class research, for example in the field of wireless communications engineering, which is a great fit with our technologies and capabilities. There are major challenges facing society today that cannot be solved without strong partnerships across industry and academia that bring together researchers and students with leading technology and expertise," says **Rauno Jokelainen**, UROS CTO.

"UROS is enhancing digitalisation in various verticals with a unique IoT technologies and Smart Connectivity innovative solutions. University of Oulu wants to benefit its research results of the 6G Flagship program and IoT technology in the society in cooperation with the industry. UROS as a pioneer, a company that applies IoT technologies and Smart Connectivity technology to various verticals, is an optimal partner for the co-operation", says **Arto Maaninen**, Vice Rector of Oulu University.

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UROS is a Finnish technology company founded in Oulu in 2011. UROS builds turnkey IoT and global connectivity solutions for a broad range of vertical industries, businesses and consumers through its eSIM enabled platform. For additional information visit uros.com.

The University of Oulu is an international science university which creates innovation for the future, well-being, and knowledge through research and education. The university is one of the biggest and the most multidisciplinary universities in Finland. The university consists of eight faculties and many specialized research units.

The Finnish 6G Flagship is a vigorous research and co-creation ecosystem for 5G adoption and 6G innovation led by the University of Oulu, appointed by the Academy of Finland. As 5G enters its deployment phase, 6G Flagship supports global industry in the finalization of the 5G standard especially through joint projects, trials and demonstrations. At the same time, 6G Flagship experts are already working on essential technology components and solutions needed for the 2030 wireless era.

More about University of Oulu and 6G Flagship:

<https://www.oulu.fi/yliopisto/medialle/>

<https://www.oulu.fi/6gflagship/inbrief>