



Pinmicro joins forces with the Ultra Wide Band Alliance

RTLS Analytics and Digital Transformation specialist, Pinmicro has teamed-up with the UWB Alliance to support UWB adoption and use-case expansion

Washington D.C. and Tokyo, 31st March, 2021 – Pinmicro a global supplier of Digital Transformation Solutions and Location Intelligence Software has become the latest member to join the Alliance.

The Alliance's mission is focused on advocating a favourable regulatory environment to promote ultra-wideband (UWB) technology innovation and growth. This includes working to secure new advantageous updates to rulesets in the U.S. and Europe. Committed to accelerating the adoption of UWB technology by providing a centre of excellence for regulatory knowledge and guidance, it works with other international organizations to help members increase their market presence.

"Our core value proposition to Pinmicro customers is, how can we enhance business performance using location intelligence? UWB provides technology and accuracy capabilities that could never be imagined before. We are proud to be part of the UWB alliance and look forward to leverage the inherent benefit to create more savings and value for our customers" commented Mr. Tiby Kuruvilla, Global CEO Pinmicro Japan.

UWB has gained growing public attention over the past couple of years. Three of the top-ten smartphone vendors have all introduced UWB into their latest smartphones. UWB has also been rolled in PC, smart-home and smart-wearable products from top OEMs. It has also been widely adopted by the automotive industry as a way to prevent vehicle theft by offering enhanced protection against relay attacks.

At the same time, many other technology companies are now deploying UWB for diverse applications such as secure payment solutions, AR/VR, high resolution COVID-19 contact tracing, medical, entertainment, and many other smart IoT services.

"We are delighted to welcome Pinmicro to our membership and look forward to their involvement and valued contributions in the UWB Alliance organization" commented Tim Harrington, Chairman of the UWB Alliance.



About Pinmicro

Headquartered in Tokyo, Japan Pinmicro is a global provider of IoT-based Real-Time Location Solutions (RTLS) that range from high-precision BLE and UWB hardware beacons, to enterprise-scale cloud-native analytics. Pinmicro's vision is to help enhance business performance of our customers by locating, monitoring and analysing resources in real-time. Pinmicro's location intelligence solutions accelerate digital transformation across business domains including retail, education, manufacturing, event management, O2O, facility operations and smart workspaces.

For more information regarding Pinmicro, visit <https://pinmicro.com>

About UWB Alliance

UWB Alliance is an international non-profit organization headquartered in Washington D.C. dedicated to the promotion and growth of the Ultrawideband (UWB) industry. The UWB Alliance promotes large-scale deployments of UWB technology by fostering the advancement of the regulatory environment for UWB technologies, providing a centre of excellence for UWB education and coexistence, while endorsing cooperation with interoperable specifications and standards.

For more information regarding the UWB Alliance, visit www.uwballiance.org