

FOR IMMEDIATE RELEASE

**AVANCI LAUNCHES ONE-STOP LICENSING PLATFORM TO ACCELERATE WIRELESS
CONNECTIVITY FOR THE INTERNET OF THINGS**

Avanci's marketplace offers IoT companies a single license to standard-essential patents owned by industry-leading technology innovators – including Ericsson, Qualcomm, InterDigital, KPN and ZTE

Transparent and flat-rate prices respond to IoT manufacturers' requests for simplified licensing for connected products

Sept. 14, 2016, DALLAS – Today, Avanci launches the first marketplace for licensing patented wireless technology to the Internet of Things (IoT). Avanci is bringing together standard-essential wireless patents from industry leaders, making them available with a single license to IoT device manufacturers who are adding connectivity to their products.

With billions of connected devices coming online each year, the Internet of Things is enabling an entirely new economy of products. For the many manufacturers entering the IoT space, it can be cumbersome to determine which patent licenses are needed to enable connectivity and what is a fair price. Avanci streamlines this process by offering a single license to patents owned by many companies on fair, reasonable, and non-discriminatory (FRAND) terms. Companies can expect a transparent, flat-rate price for each device that will vary based on the value the technology brings to the device.

“Since we began in April, we have received an overwhelmingly positive response from both IoT device manufacturers and patent owners to our streamlined licensing solution, and Avanci will quickly add more of these companies to our marketplace in the months ahead,” said Kasim Alfalahi, founder and chief executive officer of Avanci. “With Avanci, something that would require time and resources to negotiate with many technology holders can now be done in one place, with one license, allowing IoT manufacturing companies access to the most advanced wireless technology in the world while they focus on bringing new products to the market.”

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This new, open platform accelerates the process of securing technology rights and time to market for IoT devices that are connecting our world like never before. Companies seeking to add connectivity to their new products and companies with a portfolio of standard-essential wireless patents to share can join the new marketplace.

Avanci will initially focus its licensing efforts on 2G, 3G and 4G cellular technologies for connected cars and smart meters with plans to quickly expand to other IoT product areas. The Avanci license for the IoT industry provides access to the entire standard-essential cellular patent portfolio these innovators, including Ericsson, Qualcomm, InterDigital, KPN and ZTE, own today, as well as any such patents that they may develop or acquire during the term of the license.

“The number of companies incorporating connectivity in their business models is rapidly increasing. By having efficient access to essential wireless technology and leveraging the global network, these companies can reduce time to market and reach scale faster,” said Gustav Brismark, Chief Intellectual Property Officer at Ericsson. “Avanci’s licensing platform enables the adoption of our essential wireless technology among IoT device manufacturers, accelerates the development of the Internet of Things and the global uptake of LTE for IoT.”

“At Qualcomm, we have been expanding our wireless technology beyond mobile into new industries in the world of Internet of Things. Our technology solutions are helping IoT providers across market segments – from homes to cars, cities and wearables – redefine what’s possible,” said Alex Rogers, president of Qualcomm Technology Licensing. “We are pleased to share our cellular patented technology through Avanci to streamline essential patent licensing for certain IoT applications and accelerate growth for the IoT industry.”

About Avanci

Avanci has a vision that sharing technology, on a broad scale for the Internet of Things industry, can be simpler. Our connected world is evolving quickly – and we want to help it all happen even faster. Our one-stop solution keeps the success of the ecosystem squarely in sight, bringing convenience and predictability to the technology licensing process. In our new marketplace, those with essential patents can share their innovations, and companies creating connected products for the Internet of Things can access the patented wireless technology they need to be successful – in one place, with one agreement and for one fair, flat rate. Founded in 2016, Avanci is headquartered in Dallas. For more information about Avanci, please visit <http://www.avanci.com>.

Additional Supporting Statement:

“ZTE is excited to see the implementation of wireless technology outside the traditional communications industry. With more than a decade of technology contribution, we believe a healthy circle of innovation of new IoT connected devices and investment in future technologies is the best way to fuel more innovation within the ecosystem” said CIPO Spencer SHEN, ZTE. “We are encouraged by Avanci’s unique approach to licensing connectivity and the role it will play in driving the IoT industry.”

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