



Sony Ericsson

# M2M Pocket Guide

**m2m**<sup>™</sup>  
Expanding Wireless Possibilities



The solid reputation of Sony Ericsson's Machine to Machine (M2M) division is built upon a powerfully simple mission: to create, deliver and support attractive and innovative solutions for customers requiring fast and efficient M2M deployments.

**With Sony Ericsson M2M:**

**You can improve business efficiency, reduce risk, and lift performance**

**You can achieve better control and access over your assets**

**You can develop a more rewarding relationship with your customers.**

# The Sony Ericsson M2M advantage

**Sony Ericsson's Machine to Machine division exists to create, deliver and support fast and efficient M2M deployments for customers.**

Quite simply we make our customers more profitable by increasing the gap between the bottom line and the top line. We help drive the top line upwards through increased sales, rewarding customer relationships and sheer product performance. We help lower the bottom line through reduced costs, continually improving quality and reliability of our products and providing a faster time to market.



## Dedicated to adding value

Sony Ericsson M2M is one partner you can rely on. When you work with us you can count on the global support and knowledge of a firmly established and experienced company – combined with access to our M2M alliances around the world. Our dynamic approach helps deliver compelling M2M opportunities, and gives your business a competitive edge. Dedicated to expanding your wireless possibilities, we help turn your wireless M2M visions into reality – fast.



## Innovative in our thinking

New ideas. They are what keep successful companies ahead of the game. Sony Ericsson provides you with the solutions and the support to help realize your M2M ideas. We're a design-led business offering a broad, fully-tested, feature-rich portfolio with expert technical support, no matter how complex your application. Developed with your need for reliability in mind, we provide quality products that you can be assured are fit for purpose. With Sony Ericsson, you'll always benefit from our innovative thinking.



## Responsive to your needs

We're here to understand your needs and respond to them. Our comprehensive technical support provides you with the flexibility to design to your unique requirements and continue developing in response to your feedback – with contractual agreements built around your business. Integration support is available whenever and wherever you need it for rapid and cost effective deployment of your M2M solutions. Anything you need to carry out your M2M business seamlessly, Sony Ericsson will provide. You'll have the tools you require to help you achieve your goals.

# Sony Ericsson M2M solutions

As wireless computing and communications technologies converge, more and more companies in diverse fields of activity will deploy M2M solutions to improve business efficiency.



*Automotive  
Systems*



*Metering  
& Monitoring*



*Emergency  
Services*



*Mobile  
Computing*



*Fleet &  
Freight*



*Security &  
Surveillance*



*Healthcare*



*Traffic  
Control*



*Industrial  
Systems*



*Vending &  
Retail*



*Information  
Display*



*Power &  
Energy*

# The M2M product portfolio

Sony Ericsson M2M products are specifically optimized for wireless M2M communications – products that are fully type approved, flexible, easy to integrate and based on open standards. And in line with EU RoHS Directives on the environment, our products are lead free compliant\*. It's no surprise then that Sony Ericsson is driving the market by providing tools and support that assist developers and system integrators in delivering cost-effective and easy-to-deploy applications.

\* Applicable to products for use within Europe.





## GSM & EDGE Radio Devices

Including Quad Band, powerful, highly compact and slimline designs – providing M2M wireless communications links to Fixed and Mobile applications.

- Up to GSM/GPRS Class 10
- Integrated TCP/IP stack
- Ideal for use in highly data-intensive solutions
- For use with embedded applications
- Optional integrated SIM card holder reduces approval costs



## GSM & CDMA Rugged Modules

Including Quad Band, automotive and industrial grade, rugged and reliable modules – designed specifically for use in automotive telematics applications.

- Up to GSM/GPRS Class 10
- High vibration and shock resistance
- Extended temperature range
- For use with embedded applications



## GSM Terminals

Dual Band, self-contained and easy to use terminals – providing M2M communications links to Fixed and Mobile applications.

- Compact design
- Integrated TCP/IP stack
- Wireless GPRS Internet access
- For use with embedded applications
- No approval costs – eliminating risk and reducing time to customer



## Embedded Solutions

Use M2mpower to develop and embed applications directly onto supported products. M2mpower is a script based solution for rapid development of embedded functionality utilizing Sony Ericsson developed intrinsic functions. To develop your application we provide an M2mpower software CD including:

M2mpower IDE contains

- Developer's environment
- Selection of example code suites
- Comprehensive help files
- M2mpower Application Guide.



## PC Cards

Our extensive range of PC Cards offers total wireless connectivity providing faster data speeds and better coverage than ever before. It's true mobile computing.

- Wireless connectivity technologies; UMTS, EDGE, GPRS and WLAN
- Global coverage
- Highest possible data transfer wherever you are
- Global support locally through Sony Ericsson extensive support network



Sony Ericsson

# Get in touch

## Let us help you develop your M2M visions

Contact a member of our support team today  
by emailing: [m2minfo@SonyEricsson.com](mailto:m2minfo@SonyEricsson.com)  
or by visiting: [www.SonyEricsson.com/m2m](http://www.SonyEricsson.com/m2m)

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