



ELECTRIC IMP AND PITNEY BOWES PROVIDE NEXT GENERATION CELLULAR SMARTLINK GATEWAY FOR SHIPPING AND MAILING DEVICES

LOS ALTOS, Calif. – February 6, 2019 – Electric Imp®, Inc., a leading global provider of secure enterprise IoT connectivity, today announced that Pitney Bowes, a global technology company providing ecommerce, shipping, mailing, and data solutions, is using the Electric Imp IoT Connectivity Platform to deliver an industry first Cellular mailing and shipping device gateway.

Since 2016, Pitney Bowes' partnership with Electric Imp has securely connected hundreds of thousands of mailing and shipping devices worldwide via both wired and wireless office networks. However, in situations where networks were not made available to third-party devices - such as many financial and government offices - a cellular solution was required to provide truly independent connectivity to the meters.

Given that Electric Imp's WiFi/Ethernet and Cellular solutions run on the same platform, Pitney Bowes was able to leverage almost all of its previous IoT development in the new SmartLink cellular product, with over 99% of the application code being reused. Not only did this leverage the previous investment it had made in creating edge-intelligence for its sending devices, it also simplifies management of these devices going forward.

"Electric Imp's impCellular service has a number of advantages over traditional cellular modem solutions, not least of which is the seamless and secure application integration our platform provides - right from the device through to the customer cloud," said Hugo Fiennes, CEO of Electric Imp, "In addition, our cellular solution is carrier-independent, enabling devices to work with multiple carriers in every region, expanding coverage. We also offer favorable and predictable economics - one price covers you worldwide."

The Electric Imp IoT Platform, which features secure connectivity, scalability and lifecycle management, has enabled Pitney Bowes to harness the power of cellular at a fraction of the cost and complexity of competing solutions.

"Based on our successful experience with Electric Imp to date, moving to their cellular solution was an easy choice. Our entire SmartLink application can now be delivered to customers who simply need to plug the device in to be securely connected - no activation or configuration necessary," said Rick Ryan, Pitney Bowes Fellow.



About Electric Imp

Electric Imp helps manufacturers and enterprises transform their businesses through the power of secure IoT connectivity. Millions of devices have been deployed on our highly secure platform-as-a-service. Our unique solution, featuring fully integrated hardware, OS, security, APIs and cloud services purpose-built for the IoT, dramatically decreases cost and time to market while increasing security, scalability, and flexibility. The Electric Imp platform enables innovative commercial and industrial applications and empowers manufacturers to manage and quickly scale their connected products and services to millions of users. Electric Imp, founded in 2011, is located in Los Altos, California, and Cambridge, England. For additional information about Electric Imp IoT Connectivity Platform visit www.electricimp.com.

Electric Imp*, Inc.

Karin Vogel, 408.410.5608

Head of Marketing

karin.vogel@electricimp.com