



M2M CONFERENCE 2014 | EUROPE

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M2M 103 RF Products and Strategy John Schwartz

Positioning Statements

XBee – World's #1 Selling M2M RF Module

XTend - Easy to use, long range, high-value proprietary RF solutions

XLR – Longest range 900 MHz radio in the industry.

XPress - Easy to use, wireless Ethernet and cryptographic solutions

XStream - Legacy brand

XCite - Legacy brand





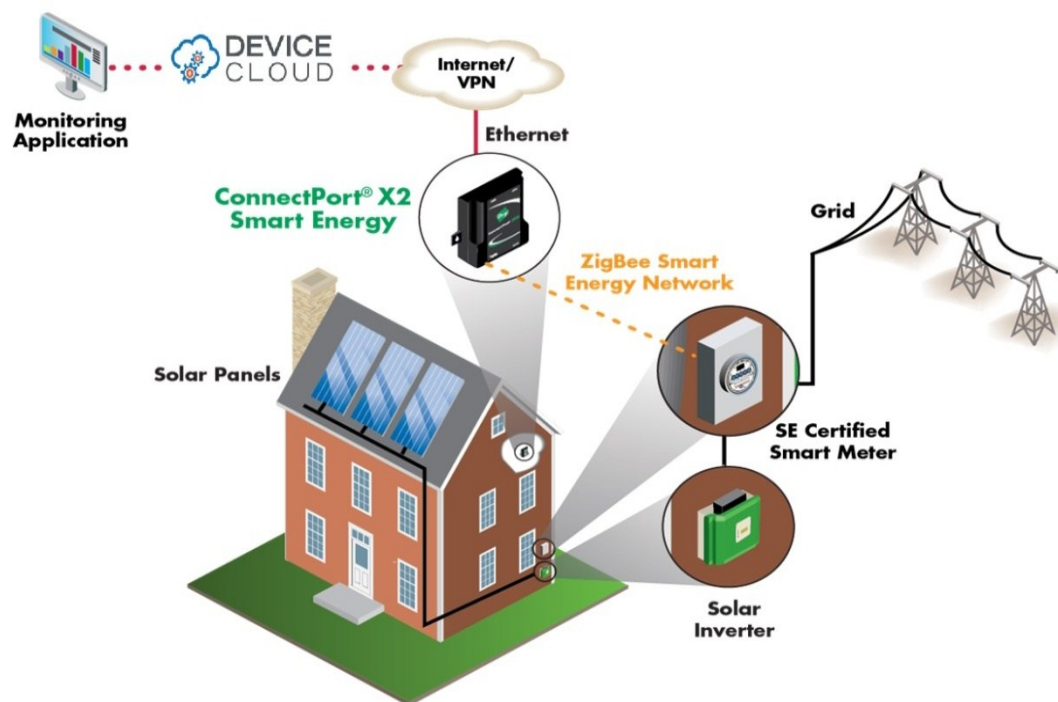




Three Components



Solar



Street Lighting



XBee Features

- Ease of Use
 - Works out of the box
 - Simple UART interface
 - Certifications
- Defacto Standard
 - XBee API
 - Pin compatible
- Options
 - Multiple form factors
 - Multiple frequencies

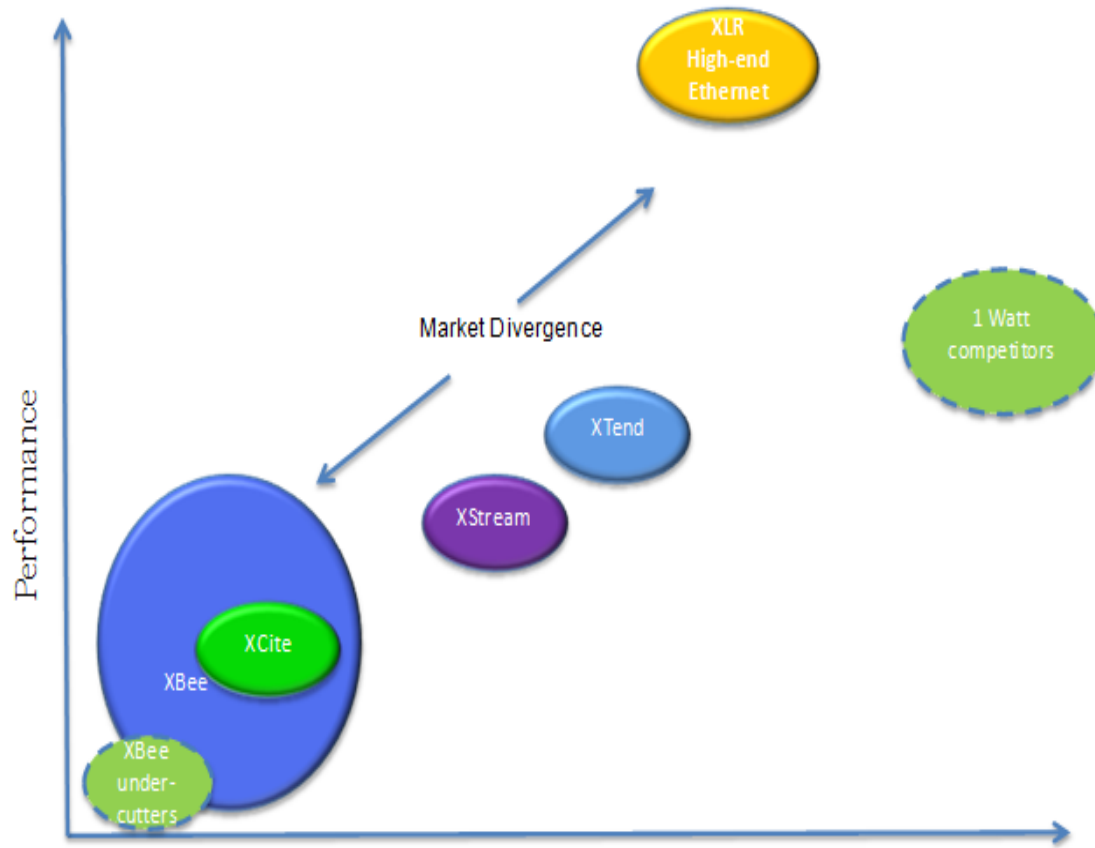
Competition

- Telegesis
 - Smaller form factor
 - Undercutting pricing
 - 2.4 GHz ZigBee only
- Radiocrrafts
 - Better Sub-GHz offering
- Jennic
 - Issues with NXP transition
 - Some EOL products

Unique to Europe

- 300 328 v1.7.1, 1.8.1 & 1.9.1
 - Very unfriendly to FHSS systems
 - HA Compliant
- New standards require compliance
 - Listen before talk
 - Advantage of a module

Product Positioning (Future)

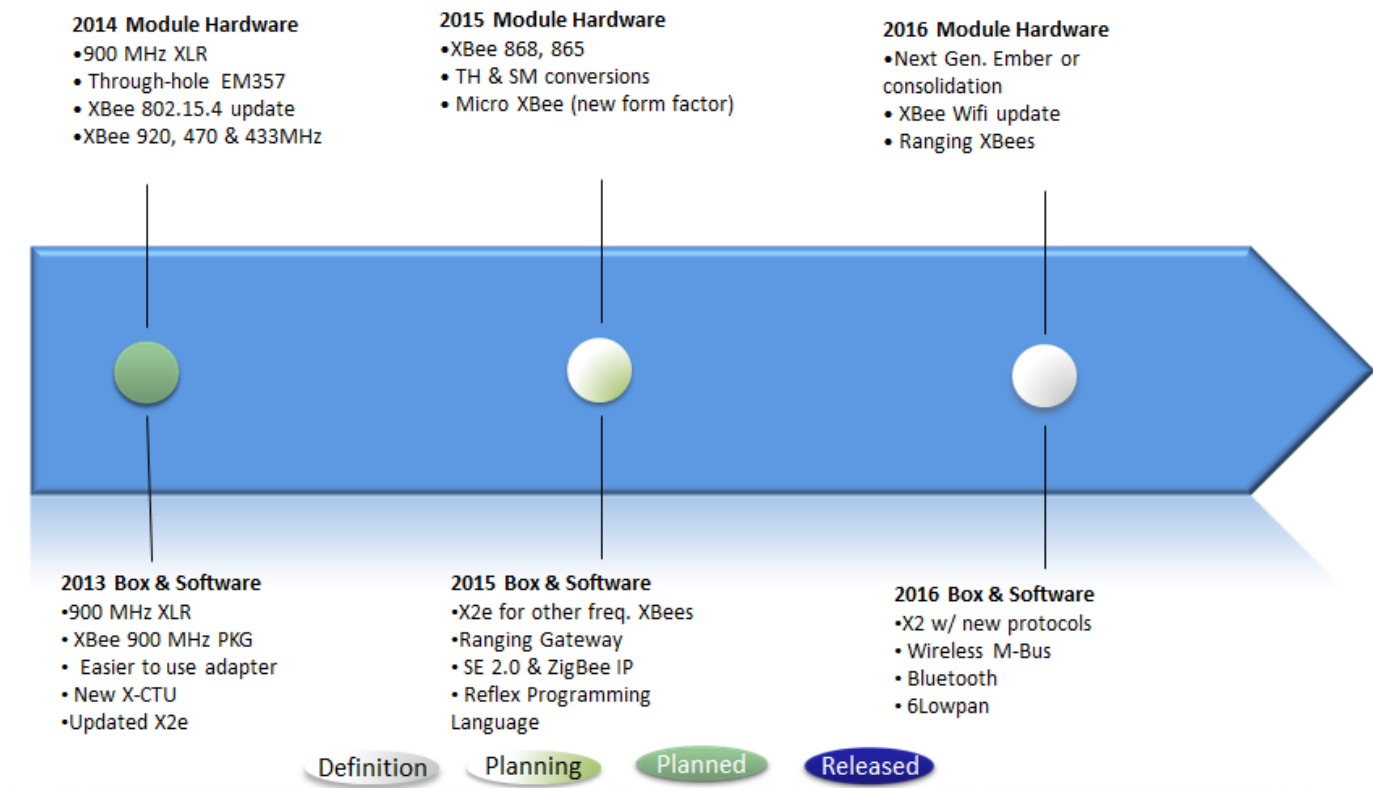


Product Matrix

Product	Through hole	Surface mount	Current Chip	Next Gen Chip
<u>Xbee</u> 802.15.4	x		Freescale 13213	TBD
<u>Xbee</u> PRO 802.15.4	x		Freescale 13213	TBD
<u>Xbee</u> ZB	x		Ember 250	Ember 357
<u>Xbee</u> PRO ZB	x		Ember 250	Ember 357
<u>Xbee</u> ZB (S2C)		x	Ember 357	
<u>Xbee</u> PRO ZB(S2C)		x	Ember 357	
<u>Xbee</u> 920 Japan				
<u>Xbee</u> 900 US	x		EM & AD	
<u>Xbee</u> PRO 868	x		EM & AD	
<u>Xbee</u> 868/865		x	EM & AD	
<u>Xbee</u> 470				
<u>Xbee</u> 169				
Others 780, 315, 433				

 Product Gaps

3 Year Roadmap



What does the Roadmap give us?

- Price flexibility
 - 868 could drop 20-30%
 - HA Compliant
- Consolidated Hardware and firmware
 - EOL of EM250 based designs
- Updated software flexibility
 - Different stacks
 - Bluetooth
 - ZigBee IP, 6LowPAN

X2 Gateways

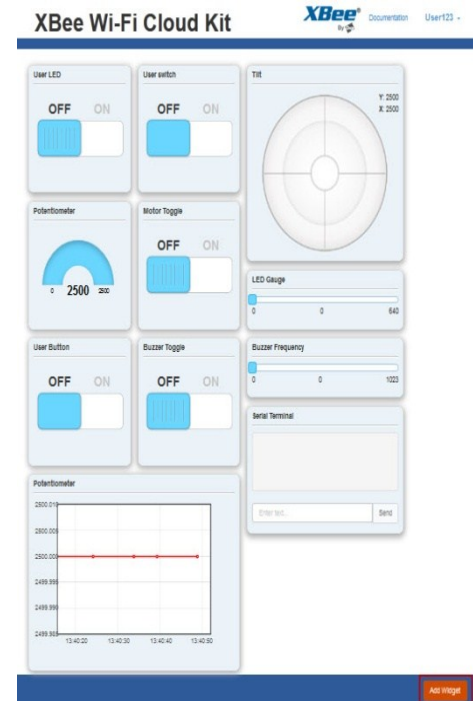
- Updated User Experience
- Commercial and Industrial variants
- Rebrand as XBee gateways

“XBees connect things to the Internet”

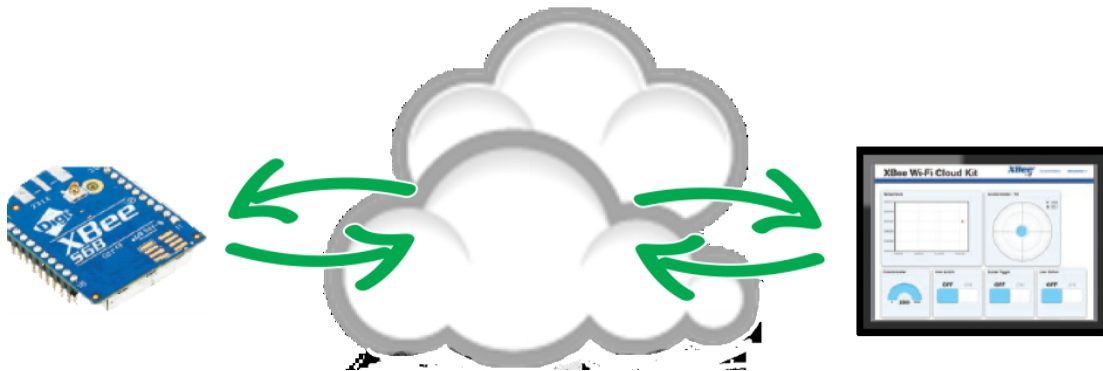


Recent Releases

- Updated ZigBee Firmware
 - Group addressing
 - HA Compliant
- Wi-Fi Cloud Development kit
 - Device cloud and user experience



XBee Wi-Fi Cloud Kit



- Hardware
- Cloud
- Python App



Questions & Answers