SIMCom Renews Contract with Red Bend

Red Bend Software; SIMCom Wireless Solutions Co. Ltd.

BEIJING — Red Bend Software [1] has announced that SIMCom Wireless Solutions Co. Ltd. [2] has renewed its license for Red Bend's vRapid Mobile to provide firmware over-the-air (FOTA) updating software on its machine-to-machine (M2M) modules.

SIMCom's wireless modules are prominent in several vertical markets including automotive, tracking and tracing and mobile payments. Since the two companies announced their agreement in 2009, Red Bend's software has been featured in several SIMCom modules including SIM900, SIM900B, SIM900D and SIM5320.

According to IDC, by 2020 approximately 30 billion devices will be connected enabling the Internet of Things.1 SIMCom will play a critical role in this movement by providing the M2M modules that provide the wireless connectivity for all kinds of devices connected to the Internet.

Red Bend's vRapid Mobile enables M2M manufacturers and service providers to create compact firmware updates for wireless modules and deliver the updates over the air rapidly and reliably. Adopted by more than 80 mobile operators and device manufacturers, Red Bend's vRapid Mobile is the cornerstone software used to provide new features, applications and operating system updates.

Red Bend's vRapid Mobile is the most trusted FOTA solution because it provides the easiest, fastest and safest software updates. The solution ensures 100 percent completion of software updates even if disrupted by loss of connectivity or battery.

"Red Bend is a trusted partner and leader in FOTA. As we continue to grow our market share and successfully celebrate our tenth anniversary, we believe that FOTA solutions will remain strategic for the M2M market, delivering both cost and time savings," said Yongsheng Li, deputy general manager of SIMCom Wireless Solutions Co., Ltd.

According to Danny Wang, Red Bend's Country Manager of Greater China, "We are excited that SIMCom chose to continue working with Red Bend so that we can carry on delivering the best FOTA solution to SIMCom's market-leading modules and connected devices."

For more information visit www.redbend.com [1] and www.sim.com/wm [2].

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