



Buddy Introduces Buddy Ohm to North American market; Launches “Buddy Ohm Link” at IoT World 2017

SUMMARY

- Buddy to present and exhibit at one of the world's largest Internet of Things (IoT) trade shows, *IoT World 2017*
- Exhibition launches North American sales for Buddy Ohm, the Company's real-time monitoring solution for electricity, gas and water consumption at small-medium buildings and facilities
- Buddy will be introducing a new Ohm component, called Buddy Ohm Link:
 - Ohm Link is a remote hub device that extends the range and number of sensors able to connect to a single Buddy Ohm device
 - Ohm Link uses radio frequency (RF) technology to connect to other components in the Ohm family, forming a “hub and spoke” system
 - Can be battery powered, or directly connected to a power source, making it highly flexible and suitable for a wide range of applications
- Ohm Link will commence manufacturing next week, with customer availability starting mid-June 2017.

16 May 2017 – Santa Clara, California (USA)

Buddy Platform, the Internet of Things (“IoT”) data management, processing and control platform, today launched its presence at one of the world's largest IoT trade shows, *IoT World* in the heart of Silicon Valley. *IoT World 2017* is held at the Santa Clara Convention Center in California, and runs from 16-18 May 2017. Buddy Platform CEO, David McLauchlan, is a speaker at the event.

Building on the Company's success at *IoT World 2016*, where it was declared one of the top three exhibitors at the event, Buddy this year will be showcasing the Buddy Ohm resource monitoring and verification solution. In doing so, the Company will be launching North American sales for the Buddy Ohm product, with first units arriving into the US this week. Buddy Ohm is a full monitoring solution comprised of Internet of Things (IoT) class hardware, secure and scalable data infrastructure, an operations portal, engaging occupant facing dashboards, and on-the-go mobile experiences.

Launch of Buddy Ohm Link

Buddy is today launching a new component of the Buddy Ohm product suite, called Buddy Ohm Link. The new component greatly expands the capabilities of Buddy Ohm by affordably expanding the number of different configurations of buildings that can be monitored, dramatically increasing the number of sensors that can be attached, and introducing sensing capability in locations without readily available mains power.

Buddy Ohm Link is a “mini-hub” unit that can be positioned up to 160m away from a Buddy Ohm. It connects to Buddy Ohm via RF radios, enabling a “hub and spoke” model for collecting resource consumption or generation data in a building. Ohm Link supports wired and wireless sensors, and relays this data up to the Buddy Ohm device which then transmits it on to the Buddy Cloud for processing and display.



Figure 1. Introducing Buddy Ohm Link – extending the size and sensor volume of Ohm systems

Ohm Link units are particularly well suited to facilities where monitoring points are distributed or are large in number. The units use a low power 433MHz radio frequency to pair with Buddy Ohm hubs, making them ideal for built environments where elements such as walls and floors can impact internet connectivity and performance. They can be battery powered, or directly connected to a power source, giving them additional flexibility with regard to physical position within a building.

“The addition of Buddy Ohm Link to the product suite means that Ohm is now perfectly positioned to service large footprint buildings such as warehouses, factories and warehouse retail locations in addition to tall multi-storey buildings such as office towers”, said David McLauchlan, CEO of Buddy Platform. “With the addition of this component, we’ve just substantially increased the number of facilities within the target market for Buddy Ohm”.



Figure 2. The Buddy Ohm family – (L-R: Ohm Pulse, Ohm Link, Ohm Hub, Ohm Sense)

Buddy Ohm Link commences manufacturing this week, and will be available for customers mid-June 2017.

The launch of Buddy's presence at IoT World 2017 and the launch of Buddy Ohm Link comes on the back of an extraordinarily successful customer roadshow in Australia last week. Customer installations have now commenced in Australia, and there is presently a waiting list of high-profile, nationally recognized brands awaiting the arrival of additional Ohm units into Australia for their installations. Buddy estimates that follow-on interest and/or purchase orders were received from customers representing nearly the full first manufacturing product run (of 1000 units).

The Company will release information on specific customers, deployment timings (since installations are expected to be staggered) and scenarios in the near future.

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About Buddy

Buddy Platform Limited (BUD.ASX) provides highly scalable data aggregation and management infrastructure that helps extract the maximum value from city wide sensor and device data, by connecting systems that were never designed to work together. Services like The Buddy Platform are the backbone of smart city initiatives around the globe, allowing for maximum flexibility and cost savings. The Company also offers a complete and low cost solution for facility resource monitoring and verification, called Buddy Ohm which helps turn energy savings into a strategic asset. Buddy Platform is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

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