Siyata Mobile Announces Additional U.S. Tier 1 Operator for Uniden® UV350 4G/LTE In-Vehicle Device

written by Raj Shah | July 16, 2018

July 16, 2018 (Source) – *Carrier Launch Streamlined and is Expected to be Completed in Q4 2018*

Siyata Mobile Inc. (the "Company" or "Siyata") (TSX-V:SIM) (OTCQX:SYATF) is pleased to announce that an additional Tier 1 Cellular Operator in the United States has commenced network certification for the Uniden® UV350, the world's first and only all-in-one 4G/LTE dedicated in-vehicle cellular device.

The approval process is being streamlined and is expected to be completed in Q4 of 2018 as the Uniden® UV350 has received all major government and industry approvals, including Federal Communications Commission (FCC) Android compatibility test suite (CTS), and PCS Type Certification Review Board (PTCRB).

Marc Seelenfreund, President and CEO of Siyata, stated, "We are very excited to be launching the UV350 in the coming months with multiple leading cellular network providers in North America. As a first-to-market, in-vehicle cellular IoT device, the wide distribution between these carriers corners a market 30 times the size of our existing sales channels providing the potential for high impact revenue growth in the foreseeable future. Very few cellular devices can achieve the levels of certification and approvals we have received, and it serves as a strong platform to begin working with additional operators in the future."

The Uniden® UV350 is an all-in-one, purpose built in-vehicle Internet of Things (“IoT”) device to upgrade antiquated two-way radio technology as a smarter, more advanced solution to communicate, navigate and create in-vehicle efficiencies never seen before in the commercial fleet and vehicle market. Android-based applications and other features available for download on the Uniden® UV350 help improve driver/worker safety and create efficiencies not offered by single purpose hardware which clutter the inside of a vehicle cabin which can be distracting for drivers.



As cellular operators, generally do not generate revenue from two-way radio, there is a strong push to gain market share from two-radio network providers, with an estimated 12.6 million commercial vehicles currently registered in the United States alone. To do this, cellular operators can replace their customer’s two-way radios and other single purpose hardware systems with cellular-based solutions compatible on their cellular network with a SIM card.

This upgrade allows carriers to increase ARPU from existing enterprise accounts, sell additional software services, bundle voice, data and software packages while creating a safer driving experience.

The Uniden® UVE350 allows driver to keep their eyes on the road and hands on the wheel.

Government and Industry Approvals

The government and industry approvals stated below are the highest global certifications for cellular devices and will allow the company to sell the UV350 in multiples markets both at cellular operators and other distribution channels and serves as

a solid platform for its North American growth strategy.

An FCC approval grants the company a license to sell the UV350 in the United States. For the UV350 to have been approved, the company submitted documentation, had the device tested in an independent lab and has physically labelled the device with its FCC unique identifier, making it ready for sale in the United States.

The CTS suite is a compatibility test, run by Android, and provides tools for manufacturers to ensure applications run on a variety of devices. The CTS runs on a desktop machine, testing the UV350 to ensure software compatibility is consistent throughout the development process. The test cases are a set of unit tests designed to mimic the functionality of the UV350, with the intent of revealing any issues with incompatibility. The company is pleased to have passed CTS certification, ensuring Android operating systems will run consistently on the UV350.

PTCRB defines the test requirements to verify compliance with global industry standards for wireless cellular devices. PTCRB is an important classification for wireless devices, and the certification adds confidence that the UV350 can successfully transfer information with mobile networks. Without PTCRB certification, manufacturers run the risk that their devices will be blocked on wireless networks. The Siyata Mobile technical team has successfully achieved PTCRB status with its previous generation models (UCP100 and UCP200), and the company is pleased to add the UV350 to that list.

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The Company continues to work with the U.S. Tier 1 operator and Canadian Tier 1 operator announced in July 2017, and August 2017, and it will announce further updates on the progress in the coming weeks.

About Siyata

A TSX Venture Top 50 Company, Siyata Mobile Inc. is a leading global developer and provider of cellular communications systems for enterprise customers, specializing in connected vehicle products for professional fleets, marketed under the Uniden® Cellular brand. Since developing the world's first 3G connected vehicle device, Siyata has been a pioneer in the industry, launching the world's first 4G LTE all-in-one fleet communications device in 2017. Incorporating voice, push-to-talk over cellular, data, and fleet management solutions into a single device, the company aims to become the connected vehicle communications device of choice for commercial vehicles and fleets around the world.

Siyata also offers rugged phones for industrial users and signal boosters for homes, buildings, and fleets with poor cell coverage. Siyata's customers include cellular operators, commercial vehicle technology distributors, and fleets of all sizes in Canada, the U.S., Europe, Australia, and the Middle East.

Visit www.siyatamobile.com and http://www.unidencellular.com/ to learn more.

On Behalf of the Board of Directors of:

SIYATA MOBILE INC.

Marc Seelenfreund

CEO and Chairman

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