

**AVANCI LICENSING PLATFORM GROWS WITH ADDITION OF PATENT OWNERS  
VODAFONE, PANASONIC AND SHARP**

*Leading innovators join Avanci marketplace, allowing single license  
for IoT manufacturers*

**July 12, 2017, Dallas, Texas** - Today, Avanci announced that Vodafone, Panasonic and Sharp will license their patents through the Avanci licensing platform for Internet of Things products, initially focusing on connected cars and smart meters. By adding the entire portfolio of standard essential 2G, 3G and 4G wireless patents from these leading innovators to its joint license offering, Avanci continues to build momentum in the growth of its licensing platform and has now more than doubled the number of patent owners in its marketplace from five at its initial launch last September to eleven today.

The addition of these new patent owners demonstrates increasing industry support for Avanci's open platform licensing model. Through Avanci, companies making IoT devices can receive a license to many different companies' intellectual property in a single transaction with transparent and reasonable prices. The global network of patent owners that participate in Avanci, which includes network operators, chip vendors, infrastructure manufacturers, consumer device companies and licensing entities, will receive a fair return on their investment in developing the wireless technologies that enable the IoT.

"Adding Vodafone, Panasonic and Sharp builds on our vision of a one-stop licensing platform, allowing faster time to market, reduced risk and simplicity," said Kasim Alfalahi, founder and chief executive officer of Avanci. "We're continuing to expand our platform, and will be welcoming new members in the coming months."

"At Vodafone, we believe the growth of the Mobile Internet of Things and standard cellular technologies such as NB-IoT are paving the way for billions of devices to be connected," said Johan Wibergh, chief technology officer at Vodafone. "Being part of the Avanci marketplace gives us the opportunity to shape the way patent licensing will be done in this new area. We are pleased to be part of Avanci and believe it will make it easier for IoT companies to access the essential technology needed for the Internet of Things to continue to grow."

**About Avanci**

Avanci has a vision that sharing technology, on a broad scale for the Internet of Things industry, can be simpler. Our connected world is evolving quickly – and we want to help it all happen even faster. Our one-stop solution keeps the success of the ecosystem squarely in sight, bringing convenience and predictability to the technology licensing process. In our new marketplace, those with essential patents can share their innovations, and companies creating connected products for the Internet of Things can access the patented wireless technology they need to be successful – in one place, with one agreement and for one fair, flat rate. Founded in 2016, Avanci is headquartered in Dallas. For more information about Avanci, please visit <http://www.avanci.com>.

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