



MICROSHARE EXECUTIVES TAPPED FOR MULTI-PARTY DATA OWNERSHIP TALKS ON TWO CONTINENTS

Senior leaders of data sharing start-up Microshare invited to present at major Internet of Things (IoT) events in the US and China this week

PHILADELPHIA, October 18 – Ron Rock and Charles Paumelle of Microshare Inc. will speak by invitation at major Internet of Things (IoT) conferences on two continents this week – one in Chicago, the other in Suzhou, China – underscoring their firm's emergence as a leader in IoT revenue sharing models and thought leadership.

“Microshare uniquely addresses the challenges of enabling multi-party data sharing beyond the first receiver,” says Don DeLoach, co-chairman of the Midwest IoT council and co-author of [“The Future of IoT: Leveraging the Shift to a Data Centric World.”](#)

Philadelphia-based Microshare Inc. works with some of the world's largest software, telecom, real estate, and financial services companies to power and prove out new revenue strategies built on the emergence of IoT devices.

In Chicago, Microshare CEO Rock will present in two panels Wednesday, October 18 at the fifth annual Midwest IoT Summit at the Sheraton Grand, starting with the opening panel (The Role of Data Ownership & Governance in IoT, 9.15am CT). His first presentation will echo themes first developed in a recent white paper, [“Cashing in on IoT.”](#) He will speak in an afternoon panel, “Exploring the Communication Options for the Evolving IoT Landscape.” (12pm CT).

“As the market for IoT communications matures, the need for thought leadership on data management and ownership is apparent and is being brought up more and more by journalists and industry analysts,” says Tim Panagos, Microshare CTO. “We are excited to be able to share our learnings from the last 20 years with an eager global audience.”

In China, Paumelle, Microshare Managing Director International, will speak on Thursday at two sessions of the LoRa Alliance 9th All Member Meeting and Open House at the Shangri La Hotel in the Shanghai region city of Suzhou. His “Tech Talk” (11:00am CST) will explore ways to multiply IoT data value and the technology hurdles that must be cleared to make that possible at scale. Paumelle will present a case study (16:00 CST) on Smart Industrial and Smart City use cases focused on data sharing's role in predictive cleaning and smart facilities management.

“Microshare brings to the LoRaWAN market its extensive expertise in data sharing, combining reliability and confidentiality, key factors in asset tracking use cases,” says Yannick Delibie, co-founder and CTIO of the French networking firm Kerlink.



About Microshare.io: Founded as Point.io in 2013, Microshare Inc. adopted a new name in 2017 to leverage the emergence of our core product, Microshare™, as the leading data governance solution for the IoT era. Microshare enables data sharing and monetization at scale through its patent-pending multi-party, multi-owner data management platform. Use cases and clients for our offering include property and facilities management, media, transportation, communications and energy. Our recent white paper, "[2018: Cashing in on IoT](#)," charts a path forward for the next phase of the digital economy.

To reach Ron Rock or Charles Paumelle, or for more information on Microshare, visit <https://microshare.io> or contact Michael Moran at mmoran@microshare.io, (+1) 201-264-5751.

About Kerlink: Kerlink specialises in network solutions for the Internet of Things (IoT). Its mission is to provide its clients – telecom carriers, businesses and public authorities – with network solutions (equipment, software and services) dedicated to the Internet of Things. Over the past three years, Kerlink has invested more than €8 million in R&D. In just over 10 years, more than 70,000 Kerlink installations have already been rolled out for more than 260 clients, including GrDF, Suez, Saur and Médiamétrie. In 2016, Kerlink generated revenues of €14.1 million, 25% of which internationally. Since 2013, it has posted average annual growth of more than 50%. Kerlink has been listed on Alternext Paris since May 2016. For more information, visit www.kerlink.fr or follow us on Twitter @kerlink_news