
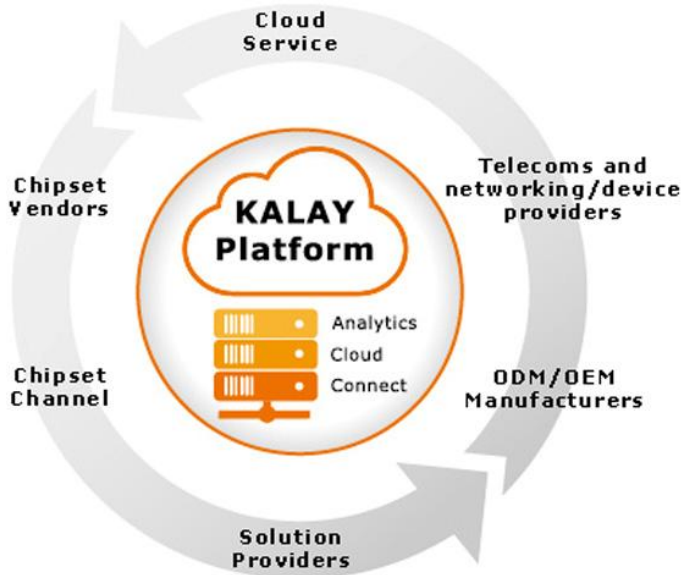


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ThroughTek to Debut KALAY Cloud Platform at 2015 Mobile World Congress

By **Cindy Lin** / 2015-03-02

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ThroughTek (TUTK) officially launched its Kalay Cloud Platform at the GSMA Mobile World Congress (MWC) 2015 in Barcelona, Spain.

“The largest challenge will lie in how the industry integrates device connectivity, mobile app development and data demand, as well as platform unification. At this year’s MWC, visitors to our booth will learn how ThroughTek is unmatched in experience and capacity, providing solutions to meet the growing demand for IoT.”, said Patrick Kuo, President and CEO of ThroughTek.

ThroughTek’s technology hosts more than five million devices and powers more than 75 million connections per month, leveraging a wealth of APIs for a variety of operating systems so companies creating smart homes to smart healthcare can quickly and easily build and grow their IoT programs. On display at MWC 2015, ThroughTek will demonstrate its comprehensive line-up of solutions and demonstrations, including Kalay Cloud Platform and AllSeen Alliance demo.

Kalay is a flexible and scalable IoT cloud based platform designed to help manufacturers, OEM’s, surveillance companies, service providers and telecom companies quickly and

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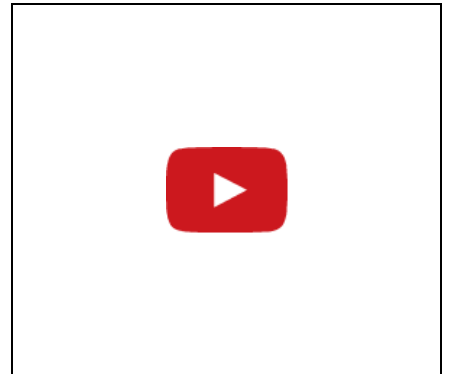
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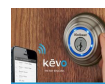
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effectively deploy connected device ecosystems to maximize business opportunities through IoT. Kalay simplifies the complicated challenges associated with multiple protocols, brands, and data sources, as well as the resulting app overload when attempting to control multiple connected devices. Kalay unifies the contrasting elements in one platform, easing product adoption with a strong focus on the technology, intelligent relationships and communication between devices, creating the structure to more seamlessly expand device offerings.

As in cooperation with the AllSeen Alliance, ThroughTek demos connected home scenarios via Kalay and AllJoyn using LG TV's, including NXP NFC IP Camera, NXP smart lighting, and Ambarella IP Camera with Magic Zoom. On site, show attendees can be shown the notification that is sent to the LG TV immediately upon the ringing of the doorbell. This is followed by the users clicking the live view to see the guest, without interrupting the program on the TV. The same notification will also be shown sent to a smartphone and triggering a video recording for users that would otherwise be away from the TV.

"We are pleased to partner with AllSeen, NXP and Ambarella and provide rapid deployment solutions for the IoT industry," said Kuo. "Kalay Cloud provides optimum management of devices, IFTTT, advanced analytics, authentication & permission-based access, remote access and notification services, significantly contributing to new business opportunities, efficient operations, and cost reduction."

Source: ThroughTek

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Tags: ThroughTek Kalay Cloud Platform IoT IFTTT AllSeen NXP Ambarella

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