**Think horizontally to unlock the huge potential of connected devices, says oneM2M**

**Las Vegas, USA, {DATE] January 2018:** Smart wearables, connected cars and machines, and consumer electronics will only deliver true value to the consumer if there is a horizontal linking of data, [oneM2M](http://www.onem2m.org/)’s Technical Plenary Chair Dr. Omar Elloumi warned today.

Speaking ahead of CES, where thousands of the latest Internet of Things (IoT) gadgets are being showcased, Elloumi highlighted how many devices are connected to a proprietary cloud that provides services based on the data of the wearable itself.

“As consumer demand for smart devices continues to surpass expectations, it is more vital than ever that device makers understand the importance of a horizontal standards-based approach when defining their strategies for the IoT,” he said. “Working in this manner will allow them to bring multiple devices from various industries on to the same platform, sharing data that will ultimately improve the end-user experience and security.”

The oneM2M standard provides a universal framework for IoT deployments, including those in the rapidly growing global connected car industry, giving a blueprint for a horizontal platform consisting of a common service layer to allow every component to communicate.

Two companies that have adopted oneM2M standards are [Toyota](https://www.toyota-itc.com/en/) and [KDDI](http://www.kddi.com/), which have set out their visions for the IoT by explaining how a horizontal cross-vertical linking of data can increase value for consumers.

“The oneM2M standard harmonises data models for vehicular applications, giving us the power to offer a cross-vertical and multi-vendor interoperability authentication of each application or device,” said Nick Yamasaki, Senior Expert, Industry Standards Department, Technical Planning Division at KDDI. “KDDI’s IoT vision for consumers on a global scale has oneM2M at its core increasing benefits for manufacturers and consumers, safely and securely.”

That view is shared by Dr. Ryokichi Onishi, Network Group Leader at Toyota InfoTechnology Center, which works on the oneM2M standard for the connected car platform.

“The use of M2M technology for our customers has never been simple – it includes a wide range of functions and we can offer them effectively through oneM2M standards,” said Onishi. “Making different devices and servers universally interoperable through a standards-based approach greatly improves the value data sharing brings to end-users in a secure and controlled manner.”

“Toyota’s and KDDI’s outlooks clearly illustrate how IoT services can bring additional benefits to customers in terms of convenience and safety, through carefully coordinated structures unified by the same standards. All of this is only possible once devices from different verticals and different vendors begin to communicate among each other, in a safe and secure way,” concluded Elloumi.

The growing trend towards open standards has also been illustrated in the recent work of the European Union’s [AUTOPILOT](http://autopilot-project.eu/) Horizon 2020 project, which leverages the oneM2M standard to collect CCTV data and data produced by connected cars to help deliver a 360º awareness of potential hazards, increasing safety for all.

[Deutsche Telekom and Orange also revealed their use of oneM2M last year](https://www.orange.com/en/Press-Room/press-releases/press-releases-2017/New-Eclipse-Member-Orange-and-Deutsche-Telekom-demonstrate-joint-initiative-on-oneM2M-based-cloud-APIs-for-Smart-Home-and-consumer-IoT) when the companies announced their joint initiative on oneM2M-based cloud APIs for Smart Home and consumer IoT. Other companies using oneM2M include [SK Telecom](https://www.mobileworldlive.com/asia/asia-news/sk-telecom-unveils-open-iot-platform-base-onem2m/), [LG Uplus](http://www.koreatimes.co.kr/www/news/tech/2014/12/133_169665.html), [Hewlett Packard Enterprise (HPE)](https://news.hpe.com/hpe-to-work-with-tata-communications-to-build-worlds-largest-iot-network-in-india-to-enhance-resource-utilization/), [InterDigital](http://ir.interdigital.com/File/Index?KeyFile=390483638) and [ZTE](http://www.zte.com.cn/global/about/press-center/news/201712ma/1212ma).

For more information on oneM2M, please visit: [www.onem2m.org](http://www.onem2m.org). Information about additional oneM2M deployments can be found at: <http://www.onem2m.org/news-events/onem2m-deployment-announcements>

**ENDS**

**About oneM2M**

oneM2M is the global standards initiative that covers requirements, architecture, API specifications, security solutions and interoperability for Machine-to-Machine and IoT technologies. oneM2M was formed in 2012 and consists of eight of the world's preeminent standards development organizations: ARIB (Japan), ATIS (U.S.), CCSA (China), ETSI (Europe), TIA (U.S.), TSDSI (India), TTA (Korea), and TTC (Japan), together with five industry fora or consortia (Broadband Forum, CEN, CENELEC, GlobalPlatform, OMA) and over 200 member organizations. oneM2M specifications provide a framework to support applications and services such as the smart grid, connected car, home automation, public safety, and health. oneM2M actively encourages industry associations and forums with specific application requirements to participate in oneM2M, in order to ensure that the solutions developed support their specific needs. For more information, including how to join and participate in oneM2M, see: [www.onem2m.org](http://www.onem2m.org).

**PR Contact**

Jayne Brooks

Jayne.Brooks@proactive-pr.com
+44 (0) 1636 704 888