

## Gemalto's Cinterion M2M Technology Preserves Amazon Rainforest in Brazil

Cargo Tracck device leverages advanced power management system of Gemalto's Cinterion M2M module for long-term tracking and tracing of trees in the Amazon rainforest

**Amsterdam, 15 January, 2013** –Gemalto (Euronext NL 0000400653 GTO), the world leader in digital security, announces its Cinterion M2M business is providing [wireless connectivity](#) for Invisible Tracck™, an innovative device used in a pilot program to thwart illegal deforestation in the Amazon rainforest of Brazil. Developed by Cargo Tracck™, a technology leader in Brazil, the device uses Gemalto's Cinterion M2M technology together with local cellular networks to send location updates from sensors in trees to a central server allowing officials to remotely track trees removed from protected areas.

The Gemalto-powered Invisible Tracck solution was deployed to detect unauthorized logging activities missed by traditional satellite surveillance and radio monitoring. Smaller than a deck of cards, the discreet device combines Gemalto's tiny *Cinterion BGS2* module with cutting-edge localization algorithms and new Radiation Exchange Data (RED) technology that extends the range of wireless communications in low signal areas. The solution is covertly installed in trees located in active harvesting and sends alarm notifications and exact location information to officials as soon as trees pass within 20 miles of a cellular network. This enables law enforcement and the Brazilian environmental protection agency IBAMA agents to respond in real time, trace the loggers to sawmills and prevent the sale and profit from illegally harvested lumber. With the rugged durability and sophisticated power management system of Gemalto's Cinterion M2M solution, the device can operate reliably in the field for over a year without recharging batteries.

*"Gemalto's Cinterion M2M was vital in enabling us to develop a tracking and tracing solution rugged enough to withstand the heat and moisture of the Amazon,"* said Marcelo Hayashi, General Manager of Cargo Tracck. *"Their M2M module is unique because it's small for inconspicuous deployment in the field and power efficient enough to operate over long stretches of time without recharging batteries, which is crucial when tracking trees in remote areas."*

*"The rainforest in Brazil is approximately the size of the United States so it's impossible to monitor each and every acre,"* added Ramzi Abdine, General Manager of Cinterion M2M at Gemalto Latin America. *"The Cargo Tracck solution offers a compelling example of the power of M2M technology in overcoming unique business challenges to extend the reach of traditional tracking and tracing methods."*

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2011 annual revenues of €2 billion and more than 10,000 employees operating out of 74 offices and 14 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications.

Gemalto develops secure embedded software and secure products which we design and personalize. Our platforms and services manage these secure products, the confidential data they contain and the trusted end-user services they enable. Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals.

Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

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