



UWB gains critical foothold in consumer and industry segments as UWB Alliance and omlox kick-off a collaboration

Harmonized missions leverage global UWB industry evolution

Washington D.C., USA and Karlsruhe, Germany – Jan 20th, 2021 – The UWB Alliance and the omlox community of PI (PROFIBUS & PROFINET International) have signed a joint liaison agreement to work together in partnership on areas of mutual interest.

Within the liaison, UWB Alliance focuses on matters arising from the promotion of UWB technology and advancing updates of the UWB rulesets in the United States, EU as well as furthering global ruleset and spectrum management harmonization. omlox – the open locating standard – focuses on the definition and promotion of the UWB technology, to provide cost-efficient real-time locating services for industry, in an open and interoperable manner.

The UWB Alliance was established in 2018 to foster the use of UWB technology solutions, promote industry growth and advocate favourable regulatory developments worldwide. In addition to promoting the adoption of UWB technology, the alliance works with public policy officials around the world to further the understanding of UWB capabilities, use cases and promote advantageous UWB rulesets. Most recently the UWBA was successful in advocating for changed duty cycle measurements in the EU.

omlox, was also established in the same year to develop open and interoperable standard for real-time locating services in industry based on UWB (amongst other locating technologies). Today, omlox is an award-winning standard, driven by a large ecosystem of soft- and hardware vendors, as well as system integrators and research labs, and hosted by PI (PROFIBUS & PROFINET International).

“In-line with our expectations, last year UWB achieved the milestone of widespread acceptance in consumer electronics,” said Timothy Harrington, Chairman of the UWB Alliance.” Three of the top-ten smartphone vendors adopted it in conjunction with the IEEE 802.15.4z standard in their latest smartphone products. It also made the significant jump to laptops, mass-market wearables and smart home products. Through our partnership with the omlox community, we can enrich and inspire the already thriving environment in which innovation for UWB products, applications, technologies and use cases drive forward the global UWB ecosystem to take the market for UWB to the next level.”

“By working together in harmony, we can provide input and synergy on many important technical and regulatory matters both with our standardization efforts and providing alignment concerning certain future aspects for development of the UWB rulesets worldwide. This will help unlock more innovative use-cases for industry and augment the huge adoption curve for UWB technology. We are looking forward to active involvement and participation in our roles working together to multiply the unfolding opportunities for our memberships.” Commented Matthias Jöst, PI Committee Leader of omlox.

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About the UWB Alliance

UWBA is an international non-profit organization headquartered in Washington D.C. dedicated to the promotion and growth of the UWB industry. UWBA promotes large-scale deployments of UWB technology by fostering the advancement of the regulatory environment for UWB technologies, providing a center of excellence for UWB education and coexistence, while endorsing cooperation with interoperable specifications and standards.

For more information regarding UWBA, visit www.uwballiance.org

About omlox

A milestone for companies on the path to Industry 4.0, omlox is an open and interoperable standard that is revolutionizing real-time locating. omlox is hosted by PI (PROFIBUS and PROFINET International), one of the leading industry associations for machine-to-machine communication and industry 4.0, with more than 1.500 members globally and 25 regional associations in different countries

For more information regarding omlox, visit www.omlox.com or www.profibus.com