Smartron unveils tronX^{TM}, a first of its kind AI powered IoT platform

Showcases a range of intelligent experiences, services & care across four(4) IoT verticals

India, August 17, 2017: Imagine a world where everything is interconnected and all devices can talk to each other to help you lead a more efficient and a smarter life. An alarm clock that wakes you up earlier if your phone foresees traffic through maps; as soon as you wake up , the geyser is switched on and the milk delivery notified, you get ready while the system reads your schedule and books a cab for your conveyance;your health data is recorded and analysed on a regular basis and any small anomaly triggers a suggestion for a visit to a doctor; your go to retail store recognises your facial features the next time you visit and automatically suggests your shopping list based on your past preferences and usage in your fridge!

Smartron, *India's first global technology OEM and IoT brand,* unveiled **tronX^{TM}**and tronX Life^{TM},a first of its kind in the world,intelligent ecosystem that connects a range of devices, sensors & systems to tronX™ core, offering highly intelligent, always evolving experiences and services initially targeting personal, home, health and infra verticals.

Speaking at the showcasing event ***Mahesh Lingareddy, Founder and Chairman, Smartron****said,* *"Smartron has been working for more than two years on creating a new connected ecosystem fueled by AI +IoT and tronX™ is at the core of this brave new world. We are proud and excited to unveil tronX™ today, a first of its kind AI powered IoT platform and a kind of next gen OS designed to run seamlessly across wide range of devices, sensors, vehicles and systems. This allows us to deliver highly intelligent and localized experiences, services and care support critical to IOT success.Hardware innovation spurred by IoT and AI is the next big wave in technology and with this launch, we are opening up an ecosystem to our partnersthat is Indian at its roots and global in its outlook. We already have many companies that have partnered with us in delivering innovative HW and SW solutions."*

To begin with, Smartron announced four verticals that are in the works at their R&D facility and already have built in capabilities that integrate in our lives: tronX™ Personal, tronX™ Health, tronX™ Home, and tronX™ Infra.

tronX™ Personal offers personalised and localized entertainment, travel, shopping, financial, health, event, communication and collaboration experiences across devices and contexts. With **tronX™ Health**, the OS monitors & manages medical history, insurance data and offers intuitive and preventive solutions from a range of partners who are already on board. **tronX™ Home** is the smart home offering from Smartron that goes beyond just connecting a few devices in the house. tronX™ Home helps control locking mechanisms, security updates, home appliances, services like water, electricity & payment modules for these services, all available through a Voice Activated Assistant. **tronX™ Infra** is Smartron's B2B vertical offering an AI assisted system that covers a range of monitoring and management services like BMS, security, lighting, climate, tracking and connectivity for buildings, retail, warehouses, cold storage, trucking, logistics etc. Currently being run as pilot programs with a number of corporate establishments, tronX™ Infra helps to increase productivity and security and grow both revenue and profits.

Smartron was founded with a vision to build India's first true global OEM brand that is designed and engineered in India for India to revolutionize the Indian ecosystem and create experiences that are on par with global innovations.

While the company is aiming to launch their own devices & products that will run with tronX™ at their core, Smartron is also looking at working with partners, companies and teams to bring in a larger set of devices that can be integrated with tronX™ seamlessly. With this launch, Smartron is also opening up its backend API to other startups that may be developing niche solutions which can be integrated into a larger platform for a mass audience.

For more details about tronX™ and what each of the verticals will offer, please visit www.smartron.com

About Smartron

Smartron was founded in August 2014 with a vision to build India's first true global technology OEM brand that is 'designed and engineered' in India for India and the world. Smartron developed and introduced tronx™, an AI powered IoT platform offering devices, sensors, services, community and care delivering seamless and intelligent experience targeting consumer, enterprise, industrial and infrastructure markets. With more than 50 patents already filed, Smartron is innovating and investing in variety of smart, sensor, robotics, big data, artificial intelligence and UI/UX technologies.

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