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BEST PRACTICES

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Ste Industries Commended by Frost & Sullivan for its Micro.sp®, a Cloud-enabled Tire Pressure Monitoring System

Micro.sp®'s small form factor, power efficiency, and robustness give it a significant competitive edge in an increasingly connected automobile industry

LONDON, U.K. — October 4th 2018 — Based on its recent analysis of the European connected tire market, Frost & Sullivan recognizes Ste Industries with the 2018 European Technology Innovation Award for the Micro.sp®, the world's smallest tire pressure monitoring system (TPMS). The patented and newly commercialized Micro.sp® is a first-of-its-kind TPMS device designed for short-range vehicle communication. The massive amount of data that the Micro.sp® guarantees will be a key enabler of future vehicle-to-everything (V2X) communication.

"As IoT and machine learning are becoming mainstream in the automobile industry, new-age TPMS devices have begun to require cloud computing and continuous data capturing through 'always-on' ultra-low energy wireless sensors/actuators," said Sailesh Mohan, Industry Analyst. "Micro.sp® combines low-energy consumption with optimal mechanical form factor miniaturization to address the need for continuous data transmission and increased system life span."

The small-size tire sensor is programmed to transmit a 64-bit data frame every six seconds to a cloud platform. Additionally, the Micro.sp® is powered by a 12mm lithium coin cell with a life span of four years, during which it can transfer 22 million frames. This is currently the highest amount of data that can be generated for building tire prognostic algorithms.

Bluetooth Low Energy (BLE), the most prevalent short-range wireless communication technology, transmits signals in the 2.4GHz band. However, the Micro.sp® operates in the 433 MHz ISM (Industrial, Scientifical and Medical) frequency, making it less susceptible to path loss and interferences. Furthermore, the technology's use of position modulation (PPM) endows it with more power efficiency than frequency shift keying (FSK), giving it a solid advantage in a dense vehicular ad-hoc network (VANET) and wireless sensor network (WSN).

"In a market where competing technologies require regular and expensive battery replacements, Micro.sp®'s uncomplicated hardware, versatility, and ultra-low energy consumption marks it out as a very reliable technology," noted Sailesh Mohan . "Its environmental and operational benefits are attracting clients from a wide range of industries, and the technology is undergoing qualification tests to validate new predictive maintenance services including real-time asset monitoring, field data capturing, and automotive vehicle chassis system analysis."

In the future, Micro.sp®'s scalability and undeniable value could well make it the industry standard in the IOT verticals such as industrial, home appliances, building monitoring and in-vehicle non-safety related aggregate prognostics just to name a few.

Each year, Frost & Sullivan presents this award to the company that has developed a product with innovative features and functionality that is gaining rapid acceptance in the market. The award recognizes the quality of the solution and the customer value enhancements it enables.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

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About Ste Industries

Ste Industries, an Italian based company inheriting the experience of an early pioneer in radio frequency, researchs innovative advances across industries using core and innovative technologies in the space of data telemetry and delivers unique solutions in the emerging sectors of energy efficient wireless sensors applied to the "Internet of Things".
Its Micro.sp® proprietary technology represents a first-of-its-kind technology for short-range communication systems with unmet energy-efficiency.
Recently Ste Industries has begun, through a number of tyre manufacturing market leaders and worldwide system integrators partners, the rollout of the unique world smallest easy-to-fit multipurpose ultra-low energy MicroCap device based on the patented Micro.sp® technology that unlocks cost effective, fast and "easy-to-fit" monitoring of tyres in passenger cars, light-trucks, motorbikes and bikes.

About Frost & Sullivan
Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector, and the investment community. Contact us: Start the discussion.

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