TELEFÓNICA PARTNERS WITH CATTLE-WATCH PROVIDING IoT CONNECTIVITY SOLUTIONS TO THE CATTLE INDUSTRY

- Cattle-Watch incorporates into their products Telefónica's Smart m2m Platform, a global platform to manage and control IoT communications

- Regular location updates, status reports on cattle or herd nutritional status, reproductive events, disease, pasture quality and location with geofencing are some of the advantages for the cattle industry

Madrid, January 21, 2016- Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, and Cattle-Watch, experts in cattle and livestock management, have announced today that they have signed an exclusive partnership to provide IoT connectivity solutions to the cattle industry in Latin-America and North America.

By this means, Cattle-Watch will incorporate into their products the Smart m2m Solution, the platform to manage and control IoT communications developed entirely by Telefónica.

Some of the advantages of this key partnership for the cattle industry are the following: regular location updates and status reports on cattle or herd nutritional status, reproductive events, disease, pasture quality and location with geofencing. Furthermore, it will facilitate cattle location in remote areas and will provide theft early warning directly to the rancher's smartphone and drone operation with day/night camera among other advantages.

Telefónica's Smart m2m allows its customers not just to have the best connectivity but also end-to-end management and the comprehensive control needed to achieve reliable and secure IoT communications between machines. The solution incorporates best in class features for real time consumption monitoring, supervision, global tracking, or fraud detection, whilst also providing flexible communication plans.

Angel Barrio, CEO Telefónica USA, part of Telefónica Business Solutions stated: "This partnership brings together Cattle-Watch expertise in the cattle industry and Telefónica's leading connectivity solutions and is in line with our strategy to provide industry sector specialized solutions to our customers."

Ehud Sasi, Cattle-Watch CBD stated "the purpose of the system is to bring more food to the world and the cooperation with Telefónica will enable Cattle-Watch to boost the deployment of the system for the benefit of Ranchers world-wide"

About Telefónica Business Solutions
Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefónica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions

(Cloud or Security) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions). Telefónica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

Follow us on: Twitter: @Telefónicab2b LinkedIn : Telefónica Business Solutions Youtube : Telefónica Business Solutions

About Cattle-Watch
Cattle-Watch takes care of your herd with an operational team who brings together vast expertise in cattle and livestock, business and technology. Cattle-Watch products help you manage remote herd's health, location and tracking, theft early warning, Bull efficiency and cattle behavior to increase yield.

For more information about Cattle-Watch, visit http://www.cattle-watch.com/ or email ilan@cattle-watch.com