

IIJ streamlines cellular IoT deployment with global SoftSIM support for nRF9160 from Nordic Semiconductor

-- Built-in SIM functionality removes connectivity and regulation considerations and enables designers to design robust, battery-operated cellular IoT applications. --

TOKYO - February 26, 2024 - Internet Initiative Japan Inc. (TSE Prime: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced a collaboration with leading provider of end-to-end wireless connectivity solutions, Nordic Semiconductor (hereinafter, "Nordic") that brings support for IIJ's SoftSIM to Nordic's popular cellular IoT nRF91® Series. The cellular IoT solution supports the popular nRF9160 SiP, a highly functional and power-efficient System-in-Package. With IIJ's SoftSIM readily available in the nRF9160, companies can manufacture wireless applications, electronic devices, smart appliances, and other cellular IoT devices with reduced BOM, size and weight. In addition to reduced manufacturing costs, SoftSIM simplifies device management and requires no physical SIM card or chip SIM.

SoftSIM communication profiles eliminate physical SIM cards and sockets, simplifying the connectivity and local regulation overhead. In addition to saving physical space on the PCB, manufacturers can decrease failure rates and increase the application's resistance to high temperature, vibration and shock. By eliminating a physical SIM card slot, the chance of communication errors due to hardware errors is reduced. Designers can develop small and rugged devices protected from dust and water ingress (IP) while eliminating the chance of SIM card theft.

IIJ is Japan's only SoftSIM provider, with SoftSIM expertise since 2019. Expanding IIJ's lineup with SoftSIM support for the high-performance and low-power nRF9160 SiP offers Japan's IoT device developers and manufacturers an unrivalled out-of-the-box cellular IoT solution.

Advantages for customers

The nRF9160 SiP integrates all functions needed for wireless communication in IoT devices in one package. nRF9160 has a compact size, proven best-in-class power consumption and global certification. The SiP has an application processor and memory, reducing the need for additional components. Customers adopting the nRF9160 SiP reduce their products' size and weight and cut manufacturing costs. By leveraging the IIJ SoftSIM, the communication profiles can be provisioned at the manufacturing stage for efficient production.

- Global communication profiles

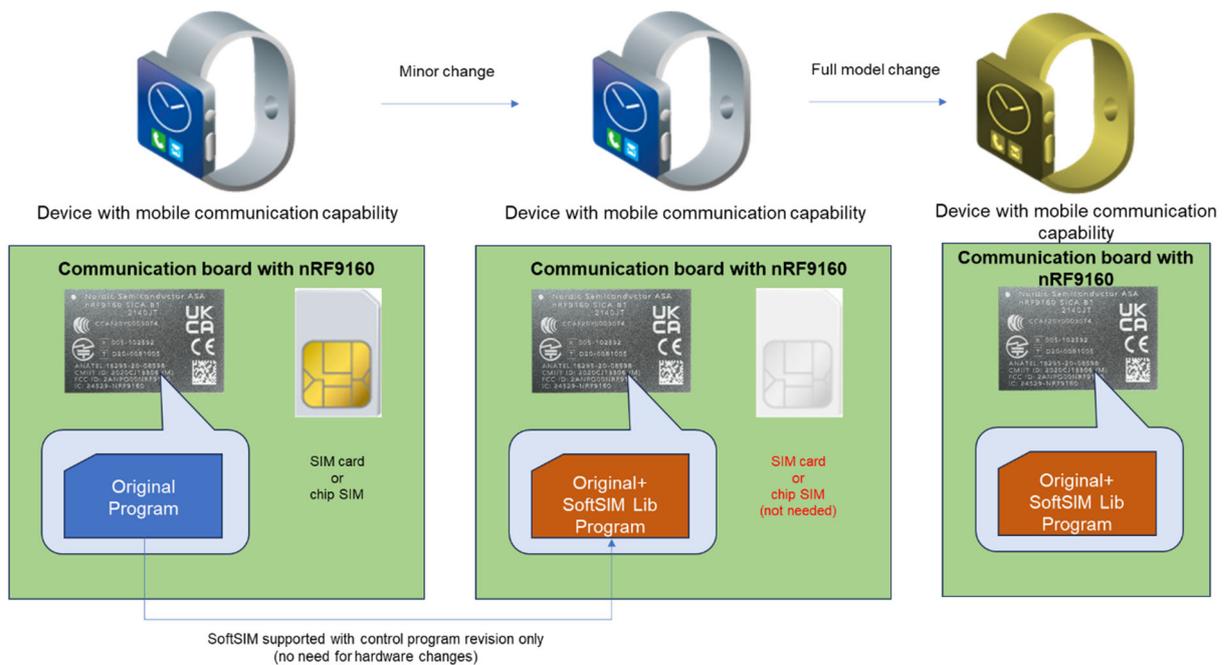
IIJ provides communication profiles for use not only in Japan but overseas as well. A communication profile can be updated OTA (Over the Air, a wireless method of updating SIM information). An IoT product can be shipped to multiple countries and used locally by downloading the communication profiles for the respective country.

- Two types of SoftSIM

Customers can choose two types of SoftSIM depending on their needs. Option one is nRF9160 SiP in modem-only operation. Option two allows embedding their dedicated program in addition to the modem for application-specific operation.

- Upgrading to IIJ SoftSIM in existing products

Existing nRF9160 SiP applications can be upgraded to IIJ SoftSIM with minor software updates. In the case of a complete SiP model change or hardware redesign, IIJ has the know-how and experience to assist with SoftSIM support and PoC (Proof of Concept).



IJ will continue to support a diversity of customer business efforts in the area of IoT product development and manufacturing.

"IJ has a unique and solid expertise in cellular IoT and SoftSIM in Japan. With both local adoption and global reach of cellular IoT outside of Japan's borders increasing, including Nordic's nRF9160 SiP in their offering, it was natural to support embedded developers. IJ's SoftSIM solution provides significant BOM and manufacturing cost reduction, miniaturization of designs and simplified connectivity globally."

*Bjorn Bob Brandal, VP Sales and Marketing, APAC
Nordic Semiconductor*

Availability

IJ SoftSIM for nRF9160 SiP is available now. The cellular IoT solution with live data on "Thingyworld" will be demonstrated at Mobile World Congress 2024 in Barcelona at the Nordic Semiconductor booth.

- A list of IJ modules for IoT devices are found here:
<https://www.ij.ad.jp/biz/ijmobile/device-list.html> (in Japanese only)

About Nordic Semiconductor

Nordic Semiconductor is a complete provider of low power wireless connectivity solutions, offering end-to-end services. Renowned as the leader in Bluetooth Low Energy, we are an emerging leader in cellular IoT, DECT NR+, Wi-Fi, Matter, Thread, Zigbee, and power management. Through our innovative low power wireless solutions, millions of IoT devices worldwide connect, enhancing lives by facilitating smarter, safer, and more sustainable solutions. Nordic's cutting-edge and multi-award-winning hardware, software, and development tools rank among the most advanced in the world. Recognizing AI and ML as integral to the future of IoT, Nordic excels in meeting the demands for high processing power and low power consumption. We take pride in providing a comprehensive developer experience, delivering ultra-low power wireless solutions that are both easy to implement and backed by world-class support. Nordic was established in 1983 in Norway, has about 1450 employees across the globe and is a proud member of the ANT+ Alliance, Bluetooth SIG, Thread Group, Connectivity Standard Alliance, Wi-Fi Alliance, and GSMA.

- Please see the following site for more about the company.
<https://www.nordicsemi.com/>

About IIJ

Founded in 1992, IIJ is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality Internet connectivity services, systems integration, cloud computing services, security services and mobile services. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. IIJ was listed on the Prime Market of the Tokyo Stock Exchange in 2022. For more information about IIJ, visit the official website: <https://www.iij.ad.jp/en/>.

The statements within this release contain forward-looking statements about future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results.

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