



## PRESS RELEASE

### Echo Mobile Launches Open Source Sensor Platform

**May 13, 2016, Nairobi, Kenya** – Echo Mobile, a Kenya-based tech company, launches today an open source sensor platform targeted at organisations wishing to enable sensor-based data collection to monitor program operations, efficacy, and impact.

Echo Sense is available for free use under the MIT license. Developers and development practitioners are now welcome to join its community and help grow the platform which aims to lower the barrier to the fast-growing industry of sensor applications dubbed the "Internet of Things" (IoT).

The launch of Echo Sense follows a wave of growing interest from both the private sector and development organizations in emerging markets to improve operational transparency and efficiency by leveraging on low-cost internet-connected devices. Zoe Cohen, Echo Mobile's CEO, says, "Sensors are at the forefront of technological innovation and we are excited to release Echo Sense to see how developers can creatively use our platform to enable sensors to capture useful information to transform people's lives". IoT applications are already common in the Western world across a diverse range of sectors. In 2014 over 2 billion dollars was invested in US agriculture specific IoT interventions focused on smart-farming and precision agriculture. Amongst their many use cases in the US, connected devices are tracking crop yields, moisture levels, and food transport logistics. IoT applications are also commonly used for environmental monitoring, water point mapping, and optimization of logistics and manufacturing operations.

Though Echo Sense formally launches today, with the support of the Echo Mobile team and other collaborators, the platform has already been successfully deployed in a handful of projects in East Africa.

The SmartMatatu project is a collaboration between Echo Mobile and the University of California Berkeley which aims to improve road safety by feeding back crucial driver quality information to vehicle owners. Another project team from California's Harvey Mudd College has deployed Echo Sense in addition to custom sensor hardware to monitor water levels across a network of water tanks deployed by Raincatcher.org.

Jeremy Gordon, Echo Mobile's co-founder and CTO, says: "Though Echo's primary business model is Software as a Service, we decided to open source our work with Echo Sense to build excitement among the huge, and talented community of East African developers whom we hope will help us leverage the newest IoT technology for emerging market applications."

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## **Notes to Editors**

### **About Echo Mobile**

At Echo, we operate and develop a world-class web platform that gives organizations powerful tools for communication and real-time information management. Our clients range from social enterprises and NGOs, to international corporations, government bodies and development agencies. Current clients include the Kenyan Ministry of Education, UNICEF and M-Kopa. Through our platform, Echo clients have engaged 1.2 million people in hundreds of thousands of interactions a month. While clients use the platform for a diverse range of needs such as customer support and program monitoring, all of Echo's users share a deep need to understand and interact with the people they work with.

The Echo Platform leverages an increasingly rich array of mobile channels, including toll-free SMS, Interactive Voice Response (IVR), Unstructured Supplementary Service Data (USSD), as well as smartphone apps and social media.

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