

# Prodea CTO Amir Ansari to Speak on IFA+ Summit Panel in Berlin

***Topic: “Living a Smart and Seamless Life: Beyond Connectivity”***

**REDWOOD CITY, CA—August 30, 2017—**Amir Ansari, CTO and Co-Founder of Prodea Systems Inc., will share his views on how to quicken the pace of user adoption and deepen user engagement to help take connected products to the next level at the IFA+ Summit 2017. Ansari will be a featured panelist at **IHS Markit Analyst Briefings’** discussion on *“Living a Smart and Seamless Life: Beyond Connectivity”* at the upcoming at [IFA+ Summit](#) on September 4-5.



The September 4 panel will highlight IHS’ take on the latest data and insights by IHS Markit Home Appliance and Smart Home Intelligence Services, exploring “what’s next” for smart home technologies and appliances. The + Summit is the venue where product developers, manufacturers, brand innovators and other influencers in consumer electronics share successes and discuss market growth strategies. The summit is held in conjunction with [IFA Berlin](#), the world’s leading tradeshow for consumer electronics and home appliances.

Ansari oversees technology for [Prodea Systems, Inc.](#), the leading provider of carrier-grade managed IoT services for global operators, which recently acquired Arrayent, the leading consumer IoT cloud platform for brand manufacturers. Together, they form the world’s leading carrier-grade IoT services platform delivering managed IoT services across vertical markets—from consumer goods and healthcare, to smart cities, utilities and governments. Prodea provides a one-stop shop for enterprises, service providers, manufacturers and governments looking to deepen user engagement, create new revenue streams, differentiate products or services, and improve business efficiency.

Ansari is an inventor and serial entrepreneur with over 25 years of experience designing and building technologies in the areas of telecommunications, multimedia, health, and privacy. His years of extensive research and development into the Internet of Things have made him a subject matter expert and earned him over 25 key patents in the field. Previously, Ansari was CTO and Co-Founder of telecom technologies, inc. which was acquired by Sonus Networks, Inc. Ansari currently serves on the Board of Directors of the X PRIZE foundation. Together with his family, he was a title sponsor for the Ansari X PRIZE, a \$10 million cash award for the first non-governmental organization to launch a reusable manned spacecraft into space twice within two weeks.

**PANEL DETAILS:**

**What:** Panel: “Living a Smart and Seamless Life: Beyond Connectivity” **IHS Markit Analyst Briefings** panel at [IFA+ Summit](#)

**Who:** **Dinesh Kithany**, Sr. Principal Analyst Smart Home/Appliances for IHS, will moderate the discussion featuring:

- **Amir Ansari**, CTO and Co-Founder – **Prodea Systems**
- **Terrence Murphy**, Global Dir. Strategy & Business Development – **TE Connectivity**
- **Gianpiero Morbello**, Head of Brand Strategy & Identity – **Candy Hoover Group**
- **Rod McLane**, SIoT, SaaS, PaaS, Marketing Executive – **Ayla Networks**
- **Paul Erickson**, Senior Analyst, Connected Home – **IHS Markit**

**When:** September 4, 2017 from 12:30 P.M. to 1:30 P.M.

**Where:** IFA+ Summit during IFA at Messe Berlin in Berlin, Germany; Hall 26B in the workshop area

**ABOUT PRODEA SYSTEMS, INC.**

Prodea Systems, Inc. is a privately held company founded in 2006 to help move humanity forward by bridging the gap between people and technology. By creating the technology necessary to deliver managed IoT services at scale, Prodea is delivering seamless end-user experiences in smart city, digital entertainment, energy management, digital health, and Industry 4.0 markets. Prodea recently acquired Arrayent, Inc. who since 2005, has been chosen by trusted consumer brands such as Whirlpool, Febreze Home™, Pentair, OSRAM Sylvania, Maytag Commercial Laundry®, Chamberlain/LiftMaster, Salus, and others to launch over 70 mass-market products into 82 countries across five continents. For more info, visit [prodea.com](http://prodea.com).

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