

Siyata's UV350 allows drivers to "keep their eyes on the road and hands on the wheel"

3G, 4G, and in some places already 5G operate on a Radio Access Network (RAN). These are the same networks that wireless radios operated on, but at a much lower frequency and range. 5G promises mobile speeds comparable to fiber and in some cases maybe faster, but it's not over for 4G yet. 5G is a pure mobile internet platform that will one day make cables, switches, routers and expensive infrastructure obsolete. Operating within the Internet of Things both 4G and 5G users will be able to connect directly to other users, creating greater communications in a much larger Peer to Peer (P2P) network.

Siyata Mobile Inc. (TSXV: SIM | OTCQX: SYATF) is a leading global developer and provider of cellular communications systems for enterprise customers, specializing in connected vehicle products for professional fleets. The Company's flagship product the Uniden® UV350 is the first 4G/LTE all-in-one in vehicle fleet communication device that eliminates the need for other devices cluttering a fleets dashboard specifically for commercial vehicles ensuring safer communication for professional drivers. Built specifically for the needs of first responder and commercial fleet vehicles, the UV350 allows drivers to keep their eyes on the road and hands on the wheel.

REMOVING THE CLUTTER

Commercial vehicle cabins are currently inefficient with numerous communication devices from different vendors and multiple voice and data monthly fees.



Siyata Mobile is already developing a 5G dedicated “in-vehicle” smartphone for commercial fleets and vehicles. This device is to compliment the 4G/LTE UV350, allowing for a strong variety of cutting-edge product offerings.

Marc Seelenfreund, CEO of Siyata Mobile states: “Our seven years of experience in working with commercial vehicle customers and cellular operators gives us strong competitive edge in knowing our customers’ form factor and technology needs, while understanding the stringent requirements to have a carrier grade approval. 5G technology has a very exciting future and we plan to be first to market with a 5G dedicated in-vehicle device.”

The commercial vehicle market is among the many industries expected to benefit from the improved connectivity of 5G networks and the Internet of things.

Being ahead of the game is bringing Siyata Mobile much success having delivered on its first purchase order through a Tier 1 cellular operator to a Canadian transportation company in January 2019. Siyata Mobile’s success blends over to their 3G

portfolio as they announced in February 2019 Siyata will be supplying various departments of the RCMP (Royal Canadian Mounted Police) in the Atlantic region of Canada, with its UCP100 in-vehicle cellular device and accessories.

Marc Seelenfreund, CEO states: “Over \$65 million in sales of our 3G portfolio demonstrates, we are a highly trusted enterprise solution for First Responders, Government Agencies, and commercial fleets around the world”.

On April 1, 2019 Siyata Mobile announced a significant milestone for the Company in receiving its first purchase order from a Tier 1 US Cellular Carrier, for its flagship Uniden® UV350.

Marc Seelenfreund, CEO continued: “Siyata is not only first to market but has created a completely new device category. The UV350 represents a completely untapped yet equal opportunity which meets the needs of First Responder and commercial vehicles around the world and we are excited to be included in the ranks of the leading global cellular vendors.”



A TSX Venture Top 50 Company, Siyata Mobile Inc. continues to be a pioneer in fleet communications for enterprise customers,

with its Uniden® UV350, the first 4G/LTE all-in-one in vehicle fleet communication device that delivers crystal clear cellular voice calls, Push-to-Talk Over Cellular, data applications and more.

5G is nearly here and Siyata are already in the planning stages to keep on top of changing technology with 5G, adding value to both the Company and investors.

Siyata CEO on transforming mobile technology for commercial vehicles

“It is really next generation technology that is replacing push-to-talk technology that has been in the world until now from land mobile radio...we are doing this over cellular networks.”— states Marc Seelenfreund CEO and Chairman of Siyata Mobile Inc. (TSXV: SIM | OTCQX: SYATF) in an interview with InvestorIntel’s Jeff Wareham.

Jeff Wareham: Who is your target client?

Marc Seelenfreund: Our target market are the millions of commercial vehicles in North America and globally. Just to give you an idea the size of the market, there is over 12 million commercial vehicles just in the United States and Canada. Globally there is over 50 million commercial vehicles. It is a very large-scale market that we are going after. Our goal is to replace these old antique two-way radio systems and replace them with next generation push-to-talk over cellular systems that we make.

Jeff Wareham: Is there a big recurring revenue element to it?

Marc Seelenfreund: The recurring revenue element comes from third-party software that we sell together; we bundle with our products. We do not actually develop applications. We work with third-party applications. We think we can gain a lot of recurring revenue from those third-party applications.

Jeff Wareham: How do you sell this product Marc?

Marc Seelenfreund: Our sales are done mainly through cellular operators and their dealers. We do not sell to the end customer. We do not sell to actual fleets. We work with cellular operators and then they go and sell to their customer base. It allows us to leverage the cellular operators' sales forces to their enterprise customers and then get our devices into those fleets...to access the complete interview, [click here](#)

Disclaimer: Siyata Mobile Ltd. is an advertorial member of InvestorIntel Corp.