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IoT Venture and Ananda: intelligent networking meets expertise in eDrive systems

IoT Venture GmbH, the technology expert from Darmstadt, Germany, is now working with Ananda Drive Technology, specialist in the development, production and sales of smart electric drive systems for eBikes, eMotorcycles and more. Headquartered in Shanghai (China), the company produces mid-motors and hub motors along with controllers, sensors and HMI.

With this partnership, IoT Venture GmbH and Ananda are laying the foundations for a new generation of intelligently networked e-bikes. IoT Venture's tracking solution already offers a wide range of useful functions such as theft protection, riding statistics and inspection reminders, all accessible via the white label app that is part of the solution. By integrating the CAN bus protocol, Ananda's eDrive systems will be fully compatible with the IoT solution from May 2025. This opens up additional potential for recording and analysing engine data. Furthermore, over-the-air updates can be installed quickly and easily.

„With Ananda, we have a strong partner at our side to jointly offer solutions that provide e-bike manufacturers with real added value and help them to clearly differentiate themselves from the competition,“ explains Jonas Warmbrunn, Sales & Business Development Manager at IoT Venture GmbH. "Our technology makes it possible to collect and analyse a wide range of engine and motion data - a valuable basis for innovative services and new business models. With easy integration ex-factory using existing slots and cables, we create a fast and smooth connection between the two systems. Ananda's openness of system is a winning factor for us."

With our solutions, we want to offer our OEM customers maximum flexibility and the latest digital developments in the field of IoT as a plug-and-play solution with the most innovative partner for us,' says Bastiaan Thijs, New Business Development DACH at Ananda. This allows us to offer our customers not only high-performance eDrive systems, but also the opportunity to create additional value through innovative services.

IoT Venture GmbH company profile

IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility sector. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. Since its founding in 2016, IoT Venture GmbH has grown to employ around 50 people. Its main office is in the German city of Darmstadt with a second location in Cologne.

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