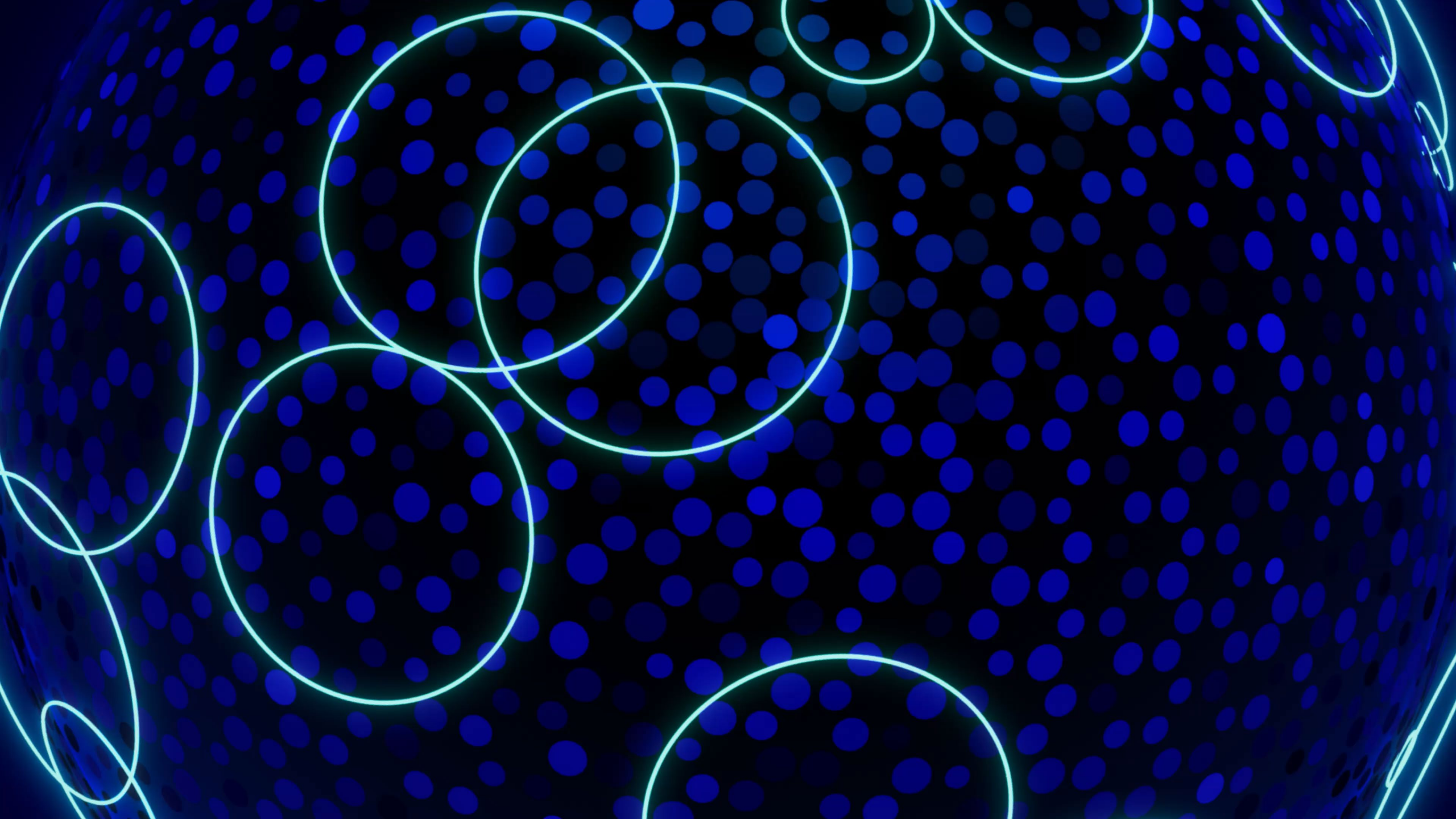




An IoT Use Case in Boating with



YAMAHA





An IoT Use Case in Boating with



YAMAHA

KDDI

KDDI Spherience

**A World of
MEANINGFUL
Connections**

The Siren 3

An IoT Use Case in Boating

MWC, Barcelona, 2025

Alex Joseph, CTO, Siren Marine, Inc.



Siren Marine, Inc.

Marine IoT

Founded in 2011 by Capt. Dan Harper

- Utilizing IoT technology to bring boat monitoring, tracking and control to enhance the boating experience and bring peace of mind to boat owners

Acquired by Yamaha Motor Corporation, USA in 2022

- Part of the Connected Division to bring enhanced capability and opportunities in vertical integration

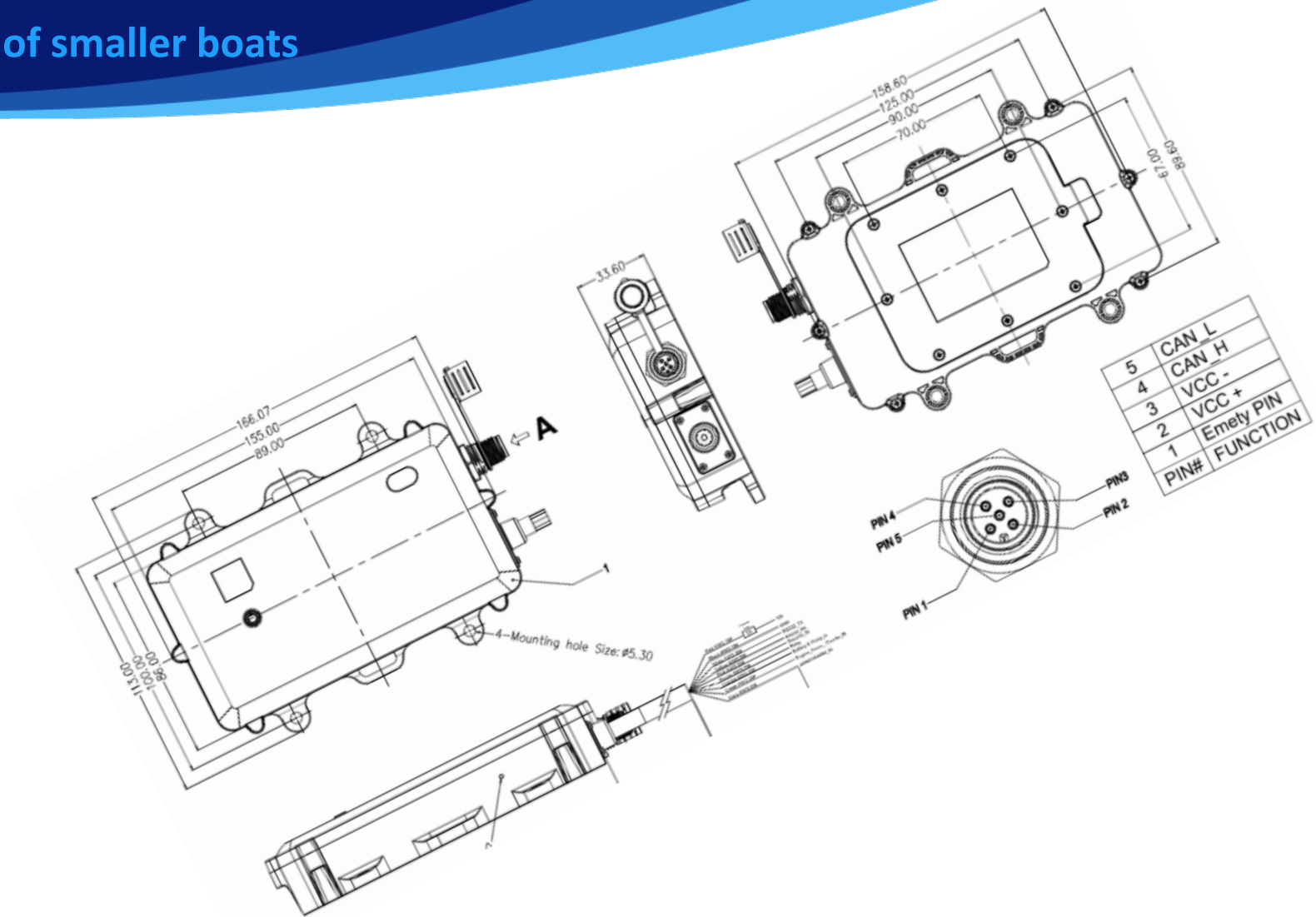


Siren 3

Catering to the needs of smaller boats

Challenges

- Timeline
- Partners
- Small size
- IPx7
- Harsh Environment
- Power & backup power
- Internal Antennas
- Connectivity
- Security & Cloud Protocol
- Sensor and CAN interface
- Testing
- Certification



Siren 3

A tour under the hood

Main Microcontroller and Flash Memory

Aux Sub-GHz Microcontroller

Cell Modem

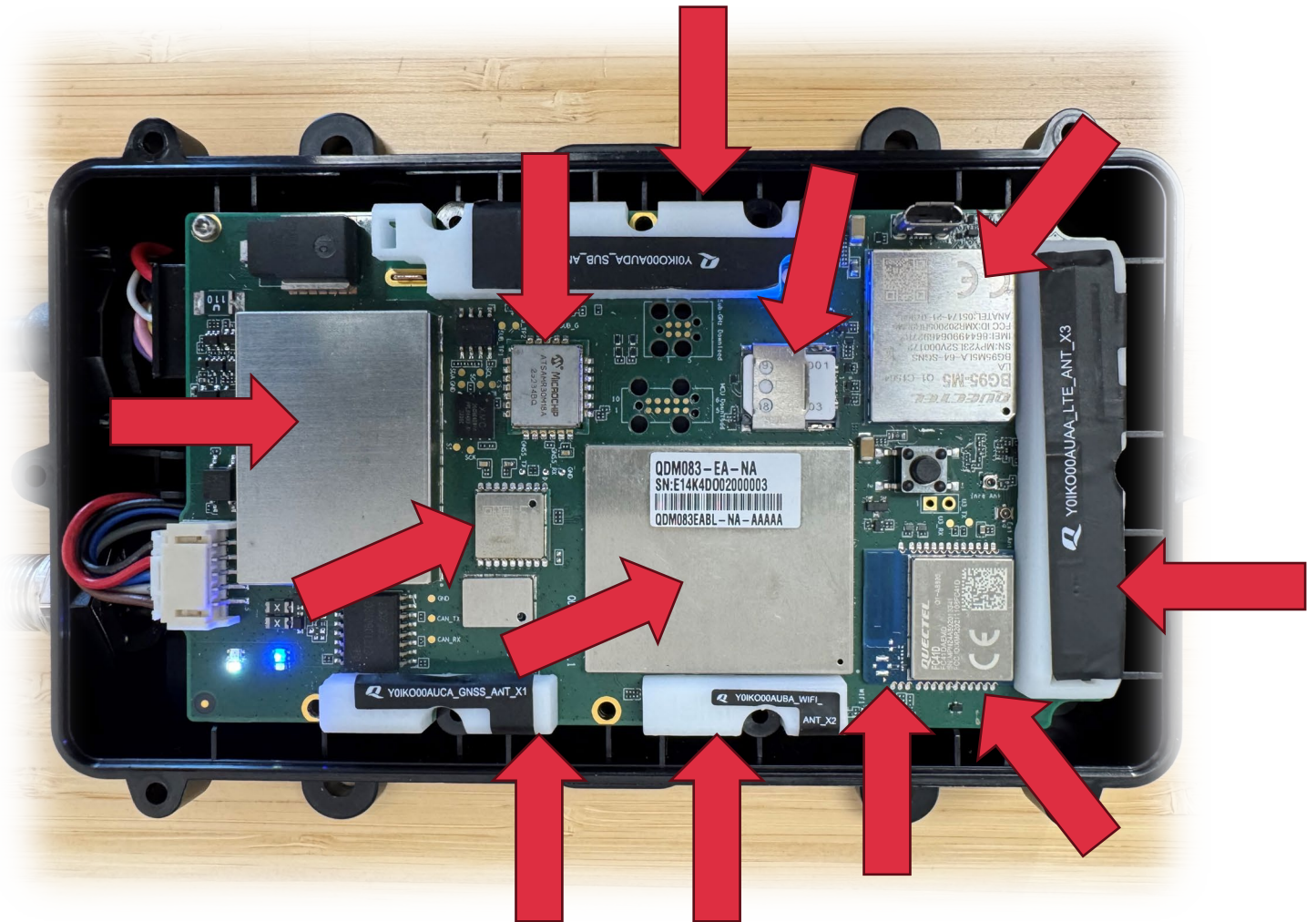
Multi IMSI Global SIM

GNSS module

Wi-Fi & BLE

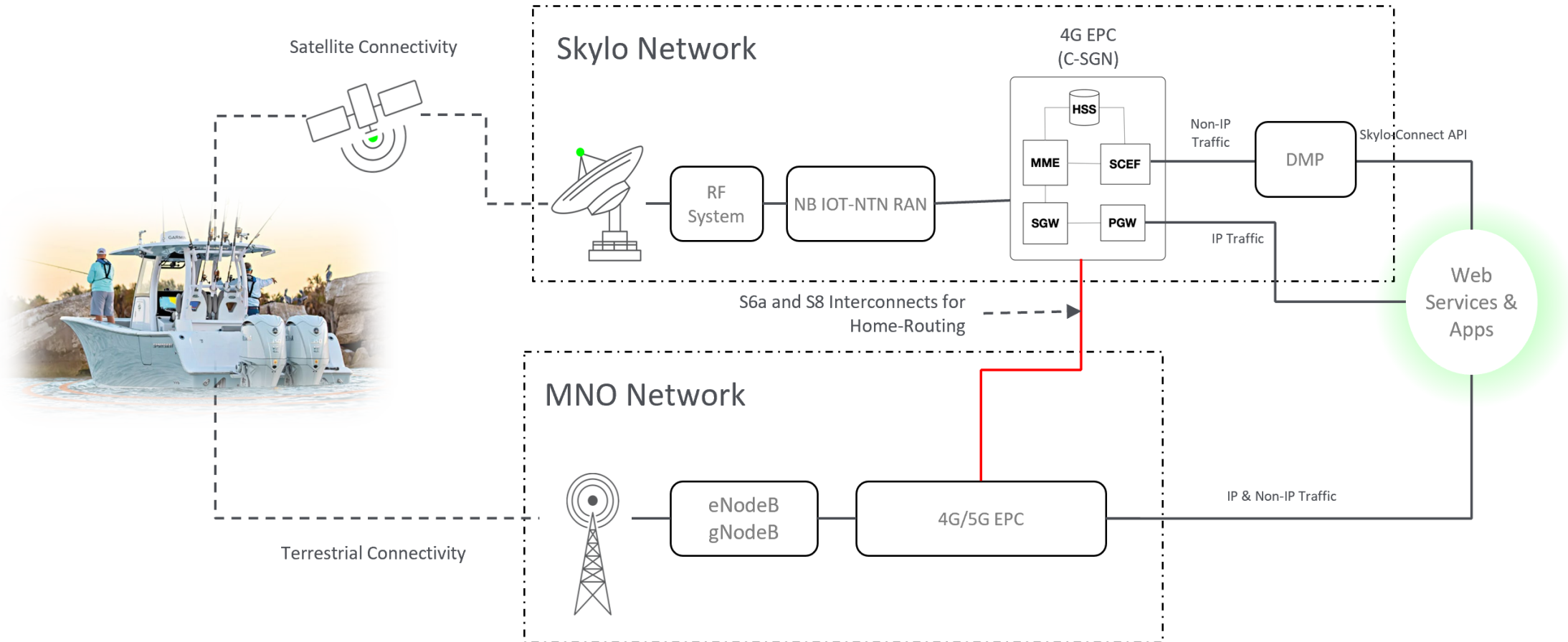
Antennas

Power Electronics



What's next for the Siren 3?

Offshore Connectivity – NTN



Network image – courtesy of Skylo

Key Partners – “It takes a village...”

Thank you for sharing our vision and journey!



station

