

Flashnet partners with Netmore in strategic global partnership for smart street lighting

The collaboration combines carrier-grade LoRaWAN® connectivity with award-winning smart street lighting technology to accelerate smart city transformation

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/EINPresswire.com/ -- Netmore Group, the leading network operator and platform provider for Massive IoT, today announced that Flashnet, a Lucy Group company and global leader in intelligent street lighting solutions, has joined Netmore's Pulse Partner Program. The partnership marks

another important milestone in Netmore's and Flashnet's growing ecosystem, combining best-in-class connectivity with proven smart infrastructure solutions to accelerate the digital transformation of cities and utilities around the world.

Driven by rapid urbanisation, government sustainability mandates and the accelerating rollout of smart city programs worldwide, smart street lighting is increasingly recognized as the entry point for smart city transformation and one of the fastest-growing segments of the global IoT infrastructure market. As municipalities and utilities continue to modernize critical infrastructure, this partnership provides a scalable and reliable framework for implementing intelligent street lighting systems that reduce energy consumption, optimize maintenance operations, and improve public safety, all with a clear and rapid return on investment. At the same time, it establishes an interoperable digital foundation upon which municipalities can build broader smart city applications, extending far beyond lighting and supporting the next generation of smart city services, innovation, and long-term urban digital transformation.

As a Pulse Program member, Flashnet gains access to Netmore's technical enablement services, partner management and operations support, and co-marketing programs. Together, the companies will jointly pursue go-to-market initiatives focused on customer education, regional business development, and migration support for cities, utilities, and solution providers seeking to modernize existing street lighting infrastructure.



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“Joining the Netmore Pulse Partner Program gives us access to one of the world’s most extensive carrier-grade [LoRaWAN](#) networks and a partner who shares our commitment to delivering real, lasting value for cities and utilities,” said Alexandru Buzatu, CCO at Flashnet. “By combining inteliLIGHT’s intelligence with Netmore’s connectivity infrastructure, we can offer customers a faster, lower-risk path to smart street lighting and a foundation they can build on as their smart city ambitions grow. We’re excited about what we can achieve together.”

With more than two decades of experience developing IoT-based smart city technologies, Flashnet has consistently been at the forefront of innovation in smart street lighting. In 2015, the company introduced the world’s first LoRaWAN® street lighting controller, helping accelerate the adoption of large-scale connected lighting networks and paving the way for a new generation of smart city infrastructure. Its award-winning [inteliLIGHT®](#) platform currently manages more than 1.5 million connected streetlights worldwide, deployed in over 150 cities across more than 60 countries on six continents, delivering lamp-level control, real-time monitoring, adaptive lighting, predictive maintenance, and advanced analytics that help customers improve operational efficiency while supporting sustainability objectives. Landmark projects include [Washington D.C. \(USA\)](#), Brussels (Belgium), Jeddah (Saudi Arabia), Athens (Greece), Reykjavik (Iceland) and many others.

“Having Flashnet join the Pulse Program is a strong signal of the smart lighting market continuing to move toward open, interoperable solutions that deliver measurable outcomes for municipalities and utilities, said Frederik Oliver, VP Growth at Netmore. “Together, we’re making it significantly easier for cities around the world to modernize their lighting infrastructure and use it as a springboard for broader smart city ambitions. The inteliLIGHT platform is exactly the kind of proven, scalable technology our program is built to support.”

The addition of Flashnet further expands the Netmore Pulse Partner Program, an ecosystem of trusted technology providers committed to delivering interoperable, standards-based IoT solutions over carrier-grade LoRaWAN networks. By bringing together connectivity, devices, applications, and implementation expertise, the program helps customers accelerate digital transformation while reducing deployment risk and simplifying procurement, helping municipalities avoid vendor lock-in while building future-ready urban infrastructure.

About FLASHNET

FLASHNET is a fast-paced tech company that integrates the latest IT, energy and telecommunications technologies into hardware and software solutions, creating and implementing intelligent systems for smarter cities and better infrastructure. Founded in 2005, FLASHNET is a leader in intelligent utility management systems, with worldwide operations.

www.flashnet.ro)

About Netmore Group

Netmore Group is the leading global network operator and platform provider for Massive IoT, powering the world's most advanced and sustainability-focused solutions for utilities, buildings, cities, and other markets that benefit from sensor-connected environments. With a decade of innovation and leadership in IoT platform development and network operations, Netmore continues to set the standard for IoT excellence. Netmore operates in 18 countries and is backed by Nordic infrastructure investor Polar Structure. (<https://netmoregroup.com/>)

About inteliLIGHT®

inteliLIGHT® is a smart street lighting control solution that offers detailed lamp-level management capabilities (ON/OFF, dimming, real-time reporting) over multiple IoT communication technologies. In-depth grid awareness is obtained through accurate utility-grade readings of any changes occurring along the grid, reducing energy loss and offering advanced maintenance optimization tools. Furthermore, inteliLIGHT® is integrated with Smart City management platforms and offers support for further Smart City development.

(www.inteliLIGHT.eu)

About Lucy Group

Lucy Group is an international group that makes the built environment sustainable. Headquartered in Oxford, UK, the company's electric businesses advance the transition to a carbon-free world with infrastructure that enables renewable energy and smart cities. The Group has 1,800 employees, operates across 5 continents and has an annual turnover exceeding \$500m. Further information can be found at www.lucygroup.com

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