

Neoway Enterprise Culture

Vision:

- To be the most respected global supplier of wireless products and services.

Mission:

- To focus on the development and realization of the demand for wireless applications, so that people can work more efficiently and have a more exciting life.
- To create a sense of belonging in the working environment for staff.
- To devote to the establishment of high-quality Chinese product brands.
- To be an exemplary green enterprise.

Core value:

- Continuous improvement and pursuing excellence.

Code of Conduct:

- Service, Precision, Discipline, Speed.

Neoway

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M590 GPRS Industrial Module

**The First Industrial Pure-data Single-Chip
GPRS Module in the World**

**70% Market share in China AMR
application**

Total shipments over 10 millions



Shenzhen Neoway Technology Co.,Ltd is a national-level Hi-tech enterprise focusing on the research and development of M2M wireless communications products and services. We are committed to providing professional industrial modules and solutions including GSM/GPRS, CDMA 1X, WCDMA, EVDO and short-range wireless modules.

Neoway is the first supplier which launched single-chip industrial GPRS module in the world, and M590 is the first single-chip pure-data industrial GPRS module in the world.

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Neoway now has more than 400 employees, and 60% of them are R&D engineers. The skeleton engineers come from the leading wireless telecommunications companies and have more than 10 years R&D experience in industrial application technology.

Neoway is dedicated to the research and development of the core technology of M2M industrial modules and provide optimized solutions. Some of them are listed below:

■ **Smart Metering:** Exploring the market demands of AMR and providing industrial wireless communications modules with high cost performance.

Star product:

– **M590:** it is a GPRS module specially designed for AMR with pure data, wide operating temperature range and strong EMC performance.

– **EM320:** it is an open CPU version specially designed for general AMR solutions.

Total shipment for AMR market is more than 11 million sets.

■ **Intelligent Traffic System (ITS):** Shortening R&D cycle for customers and reducing cost.

Star product:







– **M660:** it is specially designed for AVL with an ultra compact form factor and can be easily handled.

– **GM650:** it combines GPRS and GPS functions, and reserves resources for open CPU applications.

Total shipment for AVL market is more than 4 million sets.

■ **Android Industrial Terminal:** Providing total solution for industrial smart terminal, with embedded Android OS, 3G modem, WIFI, BT and GPS, supporting rich peripherals, such as high-resolution Camera, LCD, touch panel, printer, scanner, card reader, MMC and USB host.



Family	GSM/GPRS			CDMA 1X	3G	
Product	M590	M660	GM650	CM180	WM620	CM680
Picture						
Frequency	Dual-Band or Quad -Band	Dual-Band or Quad -Band	Dual-Band or Quad -Band	Cellular 800MHz	WCDMA HSDPA Tri-Band,Quad-Band GSM/GPRS /EDGE	EVDO Rev.A Dual -Band(Cell800/PCS1900)
Sleep current(mA)	2.5	1.9	2.1	2.7	5.5	2.9
Open CPU						
NeoAT resources		ARM7@104MHz, 32Mbits SRAM + 16Mbits Flash	ARM7@260MHz, 32Mbits SRAM + 64Mbits Flash			
OS		Nucleus				
Connectivity						
GPS			●			●
BT			Reserved			
WLAN			Reserved			
USB			USB1.1	USB1.1	USB2.0	
MMC			16G			
Camera			2M,Reserved			
LCD			Serial LCD			
TP			Reserved			
Keypad			5x5			
Multi SIM			Dual			
Audio		●	Dual	●		●
PCM			●	●		●
I2C			●	●		●
UART	●	2	2	●		●
ADC			2	●		
PWM/DAC			●			
GPIOs		5	26			
Data Transmission						
Protocol	GPRS Class10	GPRS Class12	GPRS Class12	1x,DL/UL 153.6kbps	HSDPA,DL 3.6 Mbps/UL 384kbps	EVDO Rev.A DL 3.1 Mbps/ UL 1.8Mbps
TCP/IP	●	●	●	●	●	●
FTP	●	●	●	●	●	●
DNS	●	●	●	●	●	●
CSD	●	●	●	●	●	●
Server	●	●	●	●	●	●
SMS	●	●	●	●	●	●
Mechanical Parameters						
Dimension(mm)	27.6x21.2x2.6	22.0x18.4x2.4	30.0x24.0x2.7	30.3x25x2.6	30.0x39.5x2.8	
Antenna connector	GSC&Solder Pad	Solder Pad	Solder Pad	GSC&Solder Pad	GSC&Solder Pad	
Connector	21pins LLC	24pins LLC	74 pins LLC	39pins LLC	30pins LLC	
Pitch(mm)	2.54	2.0	1.27	1.5	2.0	
Environment						
Operating Temperature	- 40°~+80°	- 30°~+85°	- 30°~+85°	- 30°~+70°	- 30°~+70°	- 30°~+80°
Approval						
	CE	CE,FCC	CE,FCC	CE,CMIIT	CE,CMIIT	CE,CMIIT