

FirstNews Briefs: AT&T, HP, TIM Brasil, Oi SA, Aptoilo, Atmel, IBM, Zain

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AT&T today announced it has added HP to its network-enabled cloud ecosystem. AT&T customers will be able to use their Virtual Private Networks (VPN) to connect to **HP Helion**, a portfolio of cloud services, using AT&T NetBond. AT&T NetBond creates a secure private path between a customer's AT&T Virtual Private Network (VPN) and a cloud service provider, like HP.

TIM Brasil and **Oi SA**, two of the largest mobile operators in Brazil, are using the **Aptoilo** Service Management Platform (SMP) to provide a carrier Wi-Fi service with mobile data offloading. Aptoilo is also enabling carrier Wi-Fi services for **Linktel**, which operates the largest independent network of hotspots in Brazil.

Atmel Corporation, a global provider of microcontroller (MCU) and touch solutions, today announced the company has launched Atmel | SMART, the new brand of ARM-based microcontrollers and has expanded its SMART portfolio with new SmartConnect SAM W23 modules, enabling Wi-Fi connectivity and low power technology for Internet of Things (IoT) applications.

IBM today announced that **Zain**, a provider of mobile telecommunications in Kuwait, has chosen IBM's social software to deliver more personalized experiences for its 2.5 million subscribers. Using IBM's social software, Zain will bring together its digital, mobile and social platforms, making it easier for customers to connect, communicate and collaborate directly with the company through a single point of engagement. It also allows Zain to build and deliver personalized promotions to its customers based on their unique preferences.

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