A photograph showing two men in a laboratory or office environment. On the left, a man with a beard and short hair, wearing a white button-down shirt, is pointing at a small electronic device with a red light. He is looking towards the right. On the right, another man with short dark hair, wearing a striped shirt, is looking at the device. In the background, there is a large window with a grid pattern, a computer monitor on a desk, and various electronic equipment and cables on a rack. The scene is brightly lit.

BY DAVID BAUM AND ED BAUM

PHOTOGRAPHY BY PAULO FRIDMAN

"The Internet of Things is here, now," says Guilherme Spina, managing director at V2COM. "This is an interesting phase as IT moves from the data cen-



v2com.mobi

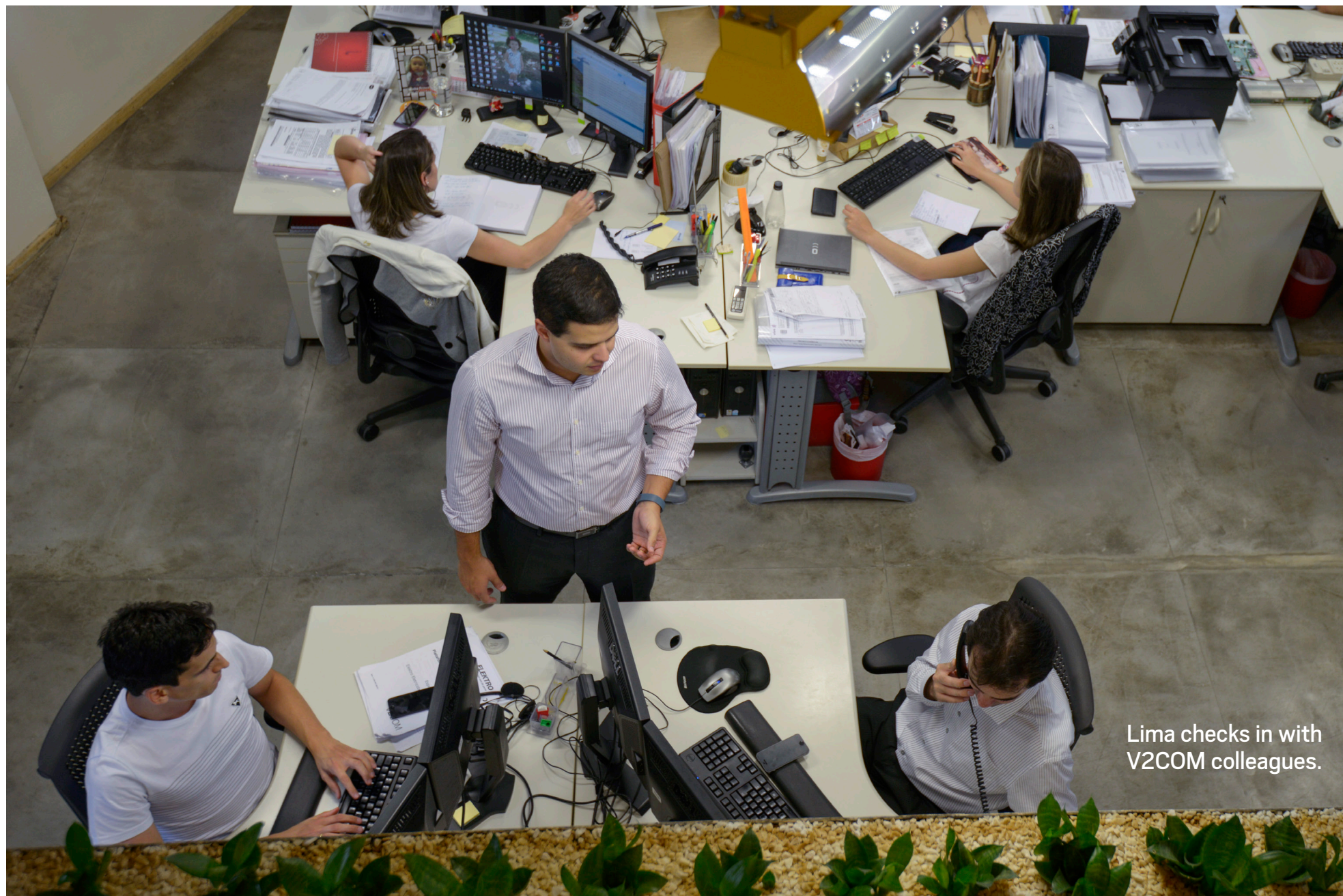
**Industry:** High technology/  
energy

**Location:**  
São Paulo, Brazil

**Employees:**  
50

## Oracle technologies used:

Oracle Java ME  
Embedded, Oracle  
Java SE Embedded,  
Oracle Utilities Meter  
Data Management,  
GlassFish Server Open  
Source Edition, Oracle  
Database, Oracle  
WebLogic Server



ter and the desktop out to the streets to be embedded in all types of things. For example, in the energy industry, companies are replacing dumb meters with smart meters that not only enable people to conserve energy but also to play an active role in providing other services, such as internet connectivity and in-home automation solutions. Java is key to creating and delivering these solutions to our clients.”

# FROM STARTUP TO INDUSTRY LEADER WITH JAVA

When it was formed in 2002, V2COM was—in Spina’s words—a “bootstrap startup.” The fundamental ideas upon which the company is based were formulated during the mobile phone phenomenon that swept through Brazil in the 1990s. Spina and his colleagues realized they could leverage the same communications infrastructure that

connects people to automate remote devices.

One of the first orders of business for V2COM's founders was to choose a software platform to manage the interactions between these remote devices and legacy systems. "We chose Java from the beginning," Spina says. "We liked the speed of development and ability to reuse components by writing code once and deploying it many times,



"A complex set of rules governs these devices, so we need a software infrastructure that allows us to code in a way that is manageable, expandable, scalable, and not too complex," Spina says. "Our system embeds Java in all these different computing platforms, from the back-end applications to the edge devices and pole-top smart concentrators, creating an environment of distributed processing."

Today V2COM offers hardware, software, and services that can reduce losses and increase water and energy efficiency, connecting more than 1 million devices on its platform. Spina

believes the electric power industry is ripe for disruption, as analog distribution systems, control mechanisms, and usage meters are replaced by computerized devices. Smart grids can support millions of remote intelligent devices that handle complex operations in the field, all connected to a data center through smart concentrators. These massive, intelligent networks allow electric companies to better manage the flow and consumption of energy, with less equipment and fewer IT and field resources. And for that, Spina explains, you need dynamic man-

In the energy sector, V2COM's innovative solutions use Gemalto M2M's Cinterion modules with Oracle Java ME Embedded to share energy usage data over cellular wireless networks. These modules communicate with V2COM's Intelligenceware Suite, which uses Oracle Java SE Embedded, Oracle Utilities Meter Data Management, and GlassFish Server Open Source Edition to transmit meter and sensor data to back-end utility systems.

One of V2COM's most successful projects was for [Elektro](#), an energy distribution company in Brazil controlled by Iberdrola Group. Elektro, which serves 2.3 million clients and reaches 5.5 million people, enlisted V2COM to automate its commercial and industrial metering processes. Together the companies created a flexible solution that is modernizing electrical power delivery in Latin America. The project includes intelligent communication modules connected to legacy electronic meters through the public cellular network. In addition to improving energy efficiency and decreasing energy loss, the solution has helped Elektro improve its remote monitoring capabilities and respond to incidents faster. It also helps the company detect fraud and field installation problems that weren't visible before.

Lima (center) and Spina (right) get a project update from a V2COM team member.









predicts will include 26 billion connected devices by 2020.

Beyond the modernization of Brazil's energy infrastructure, says Spina, Java will play a key role in connecting and enabling the Internet of Things on a global scale. In the meantime, as V2COM's distributed computing model transforms the energy sector, embedded Java technology is establishing new patterns and precedents for many industries.

For example, just as Java took complexity out of processes and operating systems, it will eventually simplify networks and network protocols. "Lots of devices utilize proprietary networks. But with Java, we can standardize," says Spina. "The almost 10 million Java developers can easily start programming for the Internet of Things without having to learn a lot of complex network protocols. Today programming mobile apps is cool. Tomorrow it will be Internet of Things solutions."

New features in Java ME 8 are particularly important to this development. "Java 8 permits a distinct separation of services," Spina continues, "along with modularization so we can run different services on the same virtual machines, with a clearer boundary between them."

It's no coincidence that these features that are so valuable in delivering smart grid technology are now part of Java ME 8. V2COM shares its expertise as a member of the Executive Committee of Oracle's [Java Community Process \(JCP\)](#).

V2COM's work with Java took a refreshing turn when company directors realized they could use the same distributed infrastructure to accurately monitor and control refrigerator temperatures—a crucial variable in brewing beer.

“Our home-brew project is just one example of how flexible this technology can be,” Lima says. “In addition to monitoring beer temperature, it could be used in medical laboratories to control the temperature of vaccines or in other sensitive environments.”

Whether V2COM is monitoring electrical usage, the temperature of beer, or movements in a video field, it uses the same basic Java infrastructure to communicate between the end devices and the central controllers.

“It’s the same set of Java services up to the application layer on the embedded device,” Lima summarizes. “In the fast-growing Internet of Things, Java can be the common connecting technology for all these possible use cases.” [</article>](#)

MORE ON TOPIC:



Based in Santa Barbara, California, **David Baum** and **Ed Baum** write about innovative businesses, emerging technologies, and compelling lifestyles.

Left to right:  
Guilherme Vallerini,  
Lima, and Spina  
taste the beer they  
make at V2COM's  
headquarters.

