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Internet of Things Evolving Into a Game Changer

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Unless you're completely off the technology grid (and in which case, you wouldn't be reading this post anyhow), you've probably been bombarded by countless stories/mentions about the Internet of Things (IoT). Whether you're aware of it – like it or not – the IoT is already transforming our lives. Procter & Gamble, for instance, rolled out a web-enabled toothbrush at last month's Mobile World Congress in Barcelona. It links with your smartphone, records your brushing habits and even has an app providing mouth-care tips alongside news headlines. While that toothbrush may not initially be overwhelmingly transformative, it further illustrates where we're heading. So to glean more, I queried four leading authorities who waxed eloquent on all things IoT. The cast of distinguished players (listed alphabetically):

- Andy Castonguay – Principal Analyst with market research firm Machina Research. Andy focuses on the rapidly evolving M2M ecosystems in the Americas with a particular focus on mobile health solutions and the M2M devices space.
- Daniel Obodovski – Author of 'The Silent Intelligence: the Internet of Things,' Daniel most recently served as Qualcomm's director of business development, where he led the commercial launch of multiple M2M products and businesses.
- Keith Robinson – Senior Strategist/Consultant, Head of M2M/IoT for market research firm Compass Intelligence.
- Mike Sapien – Mike's Principal Analyst-Enterprise for Ovum, a global market research company. He's the U.S. liaison for Ovum's telecom practice which includes coverage of enterprise mobility and M2M.

I lobbed a few questions to them; here are excerpts from our digital roundtable of sorts:

How is the IoT transforming our lives right now?

Andy: IoT is steadily being introduced into many aspects of our lives in intriguing layers - health and fitness measurements, connected home systems, contextually aware electronics and new models of cars fully connected and prompting new business models for service and content. Within a few years connected devices and sensors will have become a mainstream element of our lives.

Daniel: A smart thermostat helps you save on your utility bill by turning air conditioning or heat off when there is nobody in the house; it also allows you to remotely control the temperature. A fitness tracking device helps you staying healthy and on top of your fitness goals by measuring the amount of calories you burn throughout the day and comparing it to your friends and peers. And car insurance may offer you a better rate based on your actual driving habits instead of just your demographic profile, by using a device connected to your car's OBD-II port. In addition, location tracking and monitoring devices help you accurately track your package while in route, connected industrial machines help optimize service cycles and dramatically reduce downtime, and cars can communicate to each other to avoid accidents.

Keith: In the consumer market, IoT is allowing people to have greater access to information to make more informed decisions. People are gaining more insight into their vehicles, health, and energy management. The IoT is making people more analytical and improving the thought process for humans. It is taking the focus away from gathering information and shifting it to the interpretation of data. In the enterprise market, IoT it is creating new business models with the amount of data being collected. IoT is also making companies more efficient in their operations. Both consumers and companies have access to information in real-time 24/7. The amount of information being collected is allowing companies to create actionable strategies much faster.

Mike: Some emerging mHealth solutions are starting to emerge as adoption increases for monitoring patients and overall improved patient outcomes driven by growing patient engagement. This is just one example but there are many including the use of wired parking meters that today allow cities to market, monetize and collect more revenue from street parking with integrated systems.

And how will it be transformative a year from now? Five years from now?

Andy: Within a year, connected car models will be common across the portfolios of many major manufacturers. This will begin to reshape how car owners interact with their dealers and the car companies in profound ways. Along these lines, Tesla recently used its connectivity platform to perform systems updates on its entire fleet following a recall announcement. This is all done in an over-the-air fashion, practically eliminating the need for Tesla owners to take their cars into a service center to perform the update. That signals the growing shift in experience brought about by IoT and the models will evolve from here.

Daniel: You won't need to go to a doctor's office just to check your blood pressure or measure your ECG. Your healthcare providers will receive a much richer picture of your health and well-being by utilizing data sent in real-time from devices you wear on your body or embedded in your clothes. That would allow your doctor to only contact you if something really requires her attention. So no more routine check-ups

Keith: Five years from now, the majority of new vehicles are anticipated to be connected vehicles. With wireless carriers making a big push in this market, vehicles are expected to be a major hub for Internet activity, thus allowing passengers to use more connected devices within vehicles. Companies like Audi have been real innovative in this area. And while there has been a considerable amount of discussion on the connected home, also watch for advancements in intelligent buildings. This market took a backseat because of the economy because building owners were spending fewer dollars on capital expenditures for retrofits. As the economy grows, new construction starts are expected along with more retrofits in existing properties. This is an emerging sector that will help transform the way we work in five years and how buildings are managed and interact with the smart grid.

Mike: Five years from now, every electronic device or any device that requires power will have a wireless connection and provide a value-added service or maintenance program based on the wireless connectivity for the user or the manufacturer. Car

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BLOGPOST Back in 1974, Dov Frohman, one of Intel's first employees and the inventor of EPROM, erasable programmable read only memory, decided to leave Silicon Valley and return to Israel, his adopted home since 1949. Frohman was charged with helping Intel establish a small chip design center in Haifa, which at the time, was Intel's first outside the U.S. The rest, as the cliché goes, is history. In a little over a generation, the Israeli semiconductor industry has grown to now employ more than 20,000; annual revenues are about US \$5 billion.

device will have a wireless option, the challenge is to develop the solutions that have an adoption rate, lifecycle and sizable market that match the investment and resources required for a profitable IoT based business.



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