



GEEK Industrial MeetUp:  
Умный дом & интернет  
вещей  
Джин Колесников, индустриальный  
брокер

# INTERNET OF THINGS LANDSCAPE

## Platforms & Enablement (Horizontal)

<b>Connectivity</b> IFTTT, Symplo, ioBridge, ARRAYENT, haystack, electric Imp, sensinode, ThingWorx, NNODE, EVERYTHING, bugsworm	<b>Open Source Platforms</b> sense, spark, Nimbix, ThingSpeak	<b>Software Platforms</b> sense, SmartThings, Withings, NINJABLOCKS, xively, TWINE, OSITO, zonoff	<b>Sensor Networks</b> MESHSYSTEMS, SAFECAST	<b>Enabling Networks</b> FreedomPop, SocialSign.in, Open Garden, SIGFOX	<b>Corporates</b> IBM, LG, CISCO, Honeywell
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## Applications (Verticals)

<b>Quantified Self</b> Wearable Computing: GLASS, Pebble Fitness: FUEL, amigo, Withings, fitbit, JAWBONE Health: BASIS, LUMO, HAPIfork, wahoo, NuMetrex Family: REST, Lively, Good Night Lamp, Withings, EVADO FILIP	<b>Lifestyle</b> Leisure: blossom, ICA kitchen, Thimble, remee, iGrill, HEXBRIGHT, sobi Pets: gibi, FITBARK Toys: sifteo, MakieLab, KAROTZ, greenGOOSE! Music: glar Gardening: BITPONICS, plantlink, Koubachi Home Improv.: Radiator Labs, netatmo	<b>Connected Home</b> Home Automation: SmartThings, NINJABLOCKS, revolv, Ubi, lapka, electric Imp, Wovyn, NODE Energy Efficiency: knut, nest, tado, ecobee, belkin, LIFX, micasaverde, we mo Security: Kwikset, ALARM.COM, BOSCH, Lockitron, CANARY, HomeMonitor, iSmartAlarm New Interfaces: NeuroSky, sphero, gestigon, EQUISO, emotivo, Interaxon, LEAP	<b>Industries</b> Retail: Nomi, euclid, placemeter Healthcare: VISI MOBILE, AdhereTech, AliveCor, TELCARE, intelligentM Automotive: Dashlabs, SYNC, OpenXC, mojiio, enture Smart Buildings: APOGEE, Johnson Controls, Schneider Electric	<b>Industrial Internet</b> Robotics: KIVA Systems, Double Robotics, Airware, ROBOTEX, 3D Robotics, MOMENTUM Greentech: BigBelly, Axeda, SOLAR, enlightened, GRIDMOBILITY 3D Printing: BOYSYSTEMS, Mezzoni, Stratasys, formlabs, shapeways, MakerBot, RepRap
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## Building Blocks

<b>Connection Protocols</b> neu, DigiBee, malten, RFID, NFC, WI-FI, Bluetooth, M-BUS, MQTT, 2G, 3G, 4G	<b>Telecom</b> at&t, verizon, T-Mobile, boost	<b>M2M</b> Jasper, gemalto, Telit, ERICSSON					
<b>Software</b> amazon web services, Parse, Amazon S3	<b>Mobile</b> iOS, Android	<b>Hardware</b> spongote, ARDUINO, beagleboard.org, spark, Raspberry Pi	<b>Parts / Kits</b> MAKE MARRY, Tinkerforge, littleBits, MOSORO, YODAMATE	<b>Services</b> DRAGON PRODUCTION, makekey, TN, CIRCUIT LAB	<b>Incubators</b> BOLT, LEMNOS Labs, springboard()	<b>Funding</b> KICKSTARTER, indiegogo	<b>Distribution</b> Arriv

# INTERNET OF THINGS TECTONICS

THE THINGS

LIFE SAFETY	HOME SECURITY	TAGS & TRACKERS	HOME AUTOMATION	AUTO-MOTIVE	COMMUNICATION	LIFESTYLE & ENT.	WEARABLES	FITNESS & HEALTHCARE	INDUSTRIAL INFRA.	TOYS

THE INTERNET

CLOUD / SCALE / PLATFORMS	APP MARKETPLACE	HOME AUTOMATION	CONTROLLER / HUB	IoT OPERATING SYSTEMS	IoT DEV FRAMEWORK	BIG DATA / ANALYTICS	DEV TOOLS / CM	DISTRIBUTED APP		
API / CLOUD SERVICES	DATABASE	STORAGE	CPU	SECURITY	DNS					
HARD INFRA-STRUCTURE	INFRASTRUCTURE HARDWARE	NETWORK / CDN / TRANSPORT	FIBER	DATA CENTER	POWER / BATTERIES					

DESIGN: MILLENNIAL DESIGN

SOURCE: CENTER ELECTRIC 2015

# THE AUTOMATED HOME


Focus: Home, Automation, Security


Popular devices like Google's Nest smart thermostat and Wemo's electrical outlet controllers gained in popularity last year. Since then, numerous home automation IoT technologies have flourished - everything from smart locks to wi-fi enabled lightbulbs.

As these technologies continue to evolve, you should expect prices to become more affordable and accessible in 2014.



## INDUSTRY INSIDER

 People with home automation see home insurance savings of 20% (on average) or \$1,154 a year

 The home automation and control systems market is expected to reach \$35.6M by 2016

## INDUSTRY INNOVATORS

Lockitron

nest™



LIFX®



# Microsoft



LG




# Samsung

ADD FOOD



- Vegetable
- Milk
- Meat
- Fruit
- Condiment
- Processed
- Seafood
- Fish
- Kimchi
- Tofu
- Grains
- Beverages
- Healthy
- Leftover
- Miscellaneous

 Select category of your food.



# Пирамида потребностей Маслоу для Умного Дома

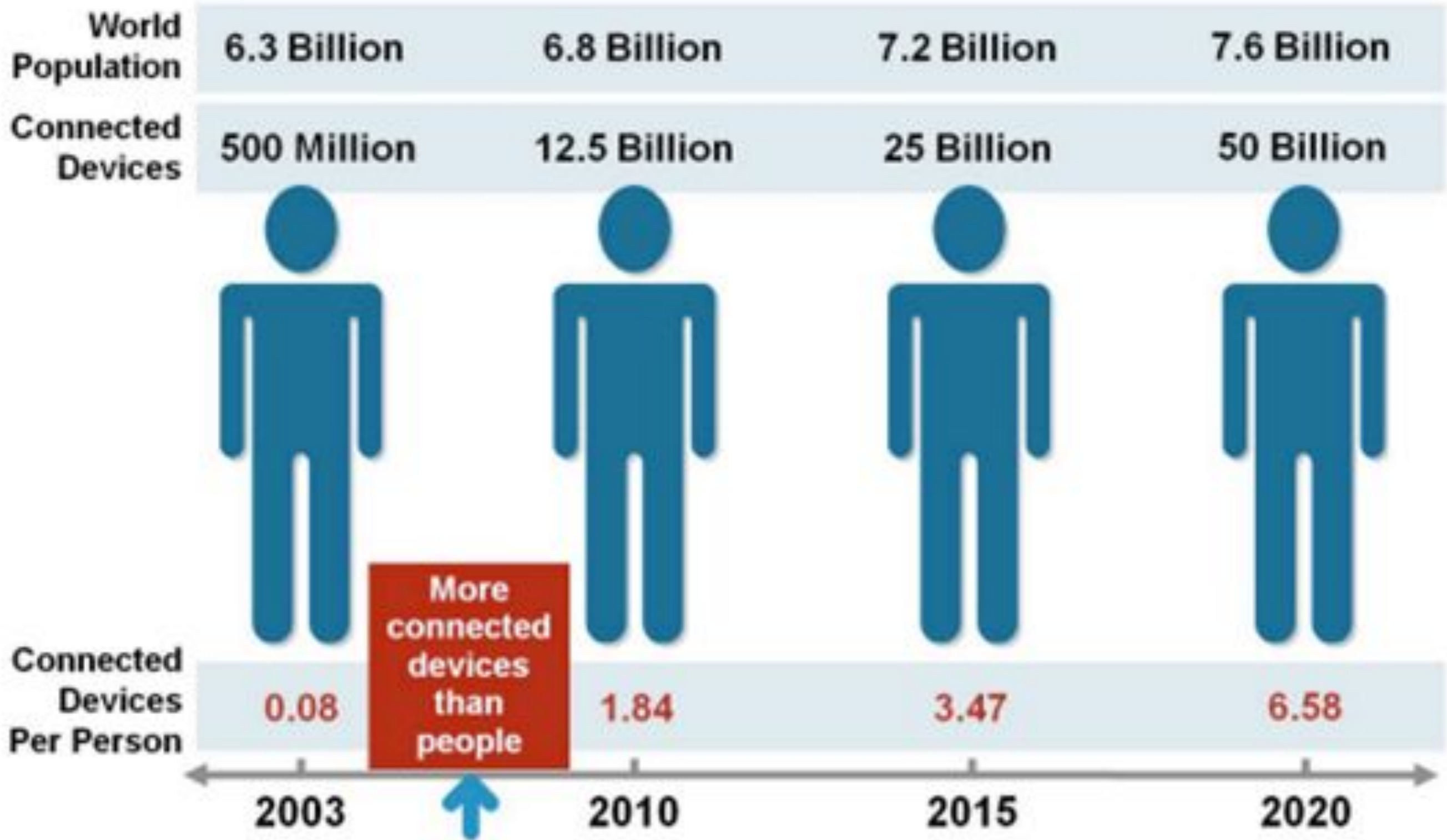


Когда-нибудь...



# Фиаско развития носимой электроники





Source: Cisco IBSG, April 2011

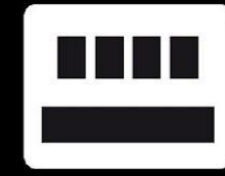
# INTERNET OF THINGS & Quantified Self

survey

Upcoming technologies

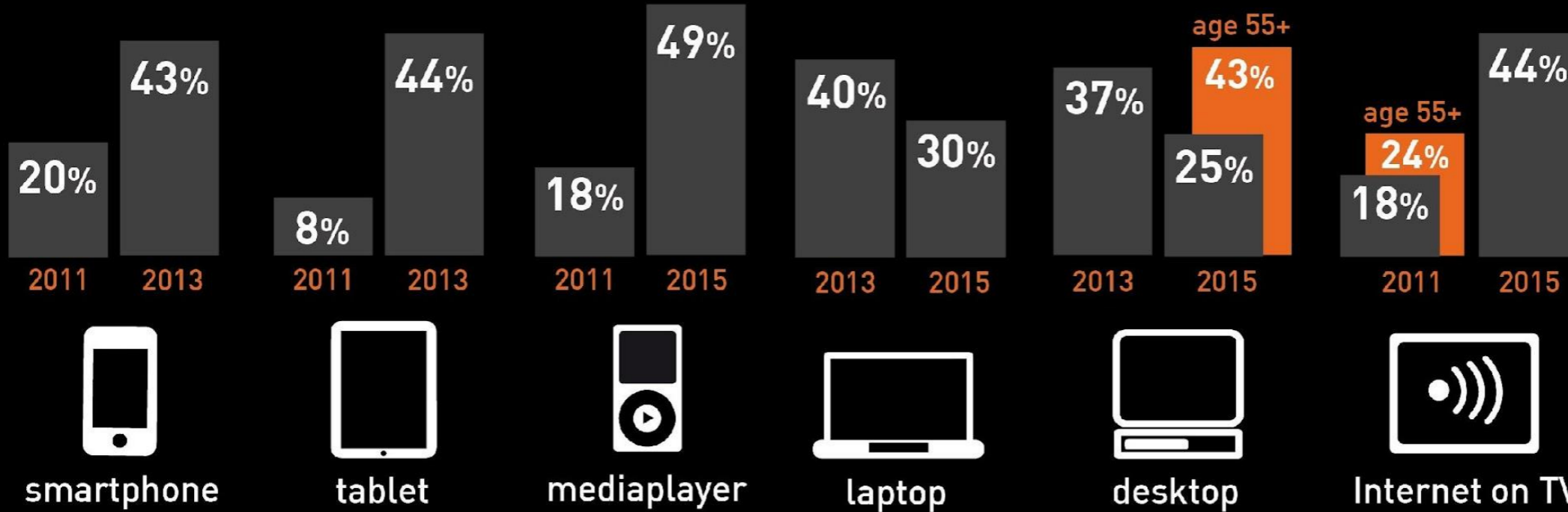


in 2015 **56%** connects lighting to the Internet



in 2015 **59%** connects thermostat to the Internet

Use of devices that are connected to the Internet



Positive attitude towards Internet of Things

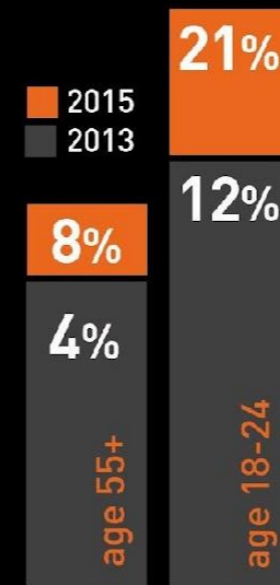


The Internet has changed life concerning:

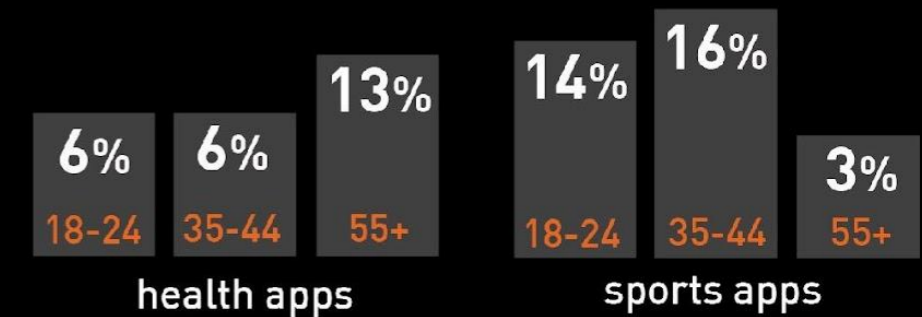


The Internet and health

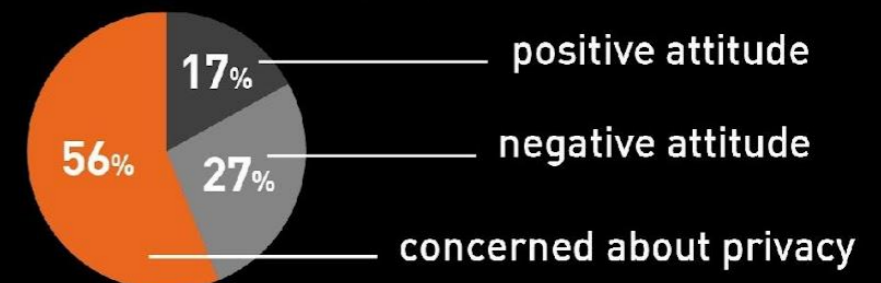
Use of apps for measuring health/sports



Sort of apps people will use in 2015



Online monitoring by doctors



**Machine Learning (Gen)**

**Machine Learning (App)**

**Computer Vision (Gen)**

**Computer Vision (App)**

**Smart Robots**

**Virtual Personal Assistants**

**Artificial Intelligence**  
633 Companies

Contact [info@venturescanner.com](mailto:info@venturescanner.com) to see all

**NLP (Speech Recog.)**

**NLP (Gen)**

**Speech to Speech Trans.**

**Context Aware Comp.**

**Gesture Control**

**Recommendation Eng.**

**Video ACR**

### City/Infrastructure

### Automotive

### Healthcare

### Home

# Internet of Things

640 Companies

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### Fitness

### Toys

### Lifestyle/Entertainment

### Smartwatch/jewelry

### Platform

### User Interface

### Agriculture

### Tags/Trackers

**Venture Scanner**

### Clinical Admin



### Digital Med Devices



### EHR/EMR



### Population Health Mgmt



### Online Health Communities



### Gamification



### Patient Engagement



### Genomics



### Services Search



# Digital Health

760 Companies

Contact

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to see all

### Medical Big Data



### Mobile Fitness / Health Apps



### Payments & Insurance



### teleHealth



### IOT Health & Fitness



### Remote Monitoring



### Online Health Destination



### Robotics



### Healthcare Mobile Communications



### Healthcare Marketing



# Venture Scanner





## HEALTH & FITNESS TRACKING

Focus: Health & Fitness, Nutrition

Last year, health & fitness tracking devices like the Nike Fuelband and Jawbone Up were among the most popular IoT gadgets, making a large appearance at CES. This year, expect companies to further integrate their devices with improved mobile software and interconnectivity.



### INDUSTRY INSIDER

-  Average Fitness Tracker Pricing: \$50 - \$150
-  Rumor: Apple is expected to announce HealthBook later this year, an iOS application focused on health & fitness tracking

### INDUSTRY INNOVATORS

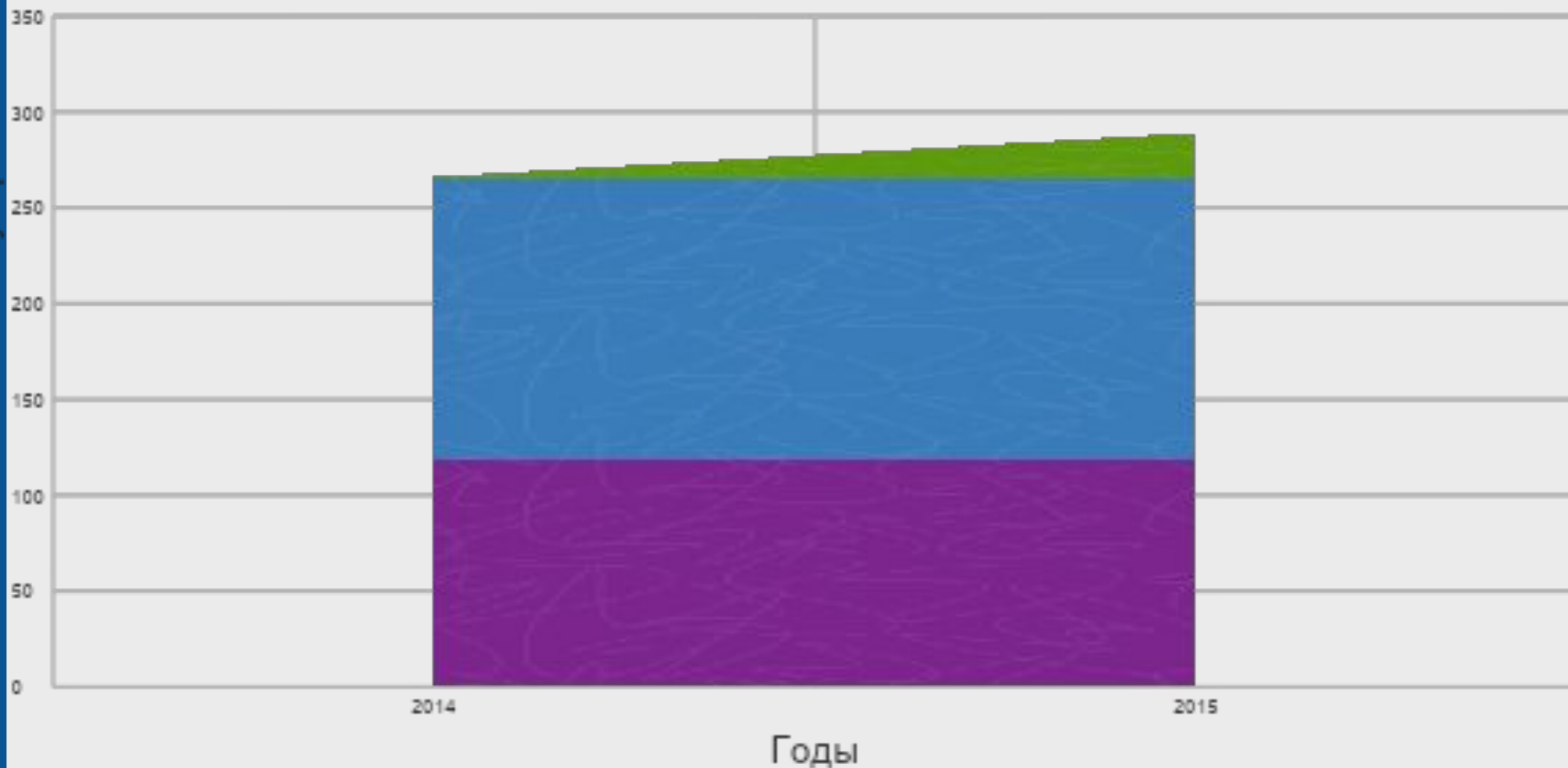


JAWBONE

Dorothy  
устройство от iStrategy Labs,  
крепится внутри обуви и  
позволяет вызвать  
машину с помощью  
Uber, щёлкнув 3 раза  
каблуками.



По состоянию на 30 сентября 2014 года насчитывалось 266 носимых устройств (118 из них относятся к категории «фитнес»), а ещё 23 появилось на рынке к январю этого.



THE WAIT IS  
**OVER.**



Healbe

Вопросы?