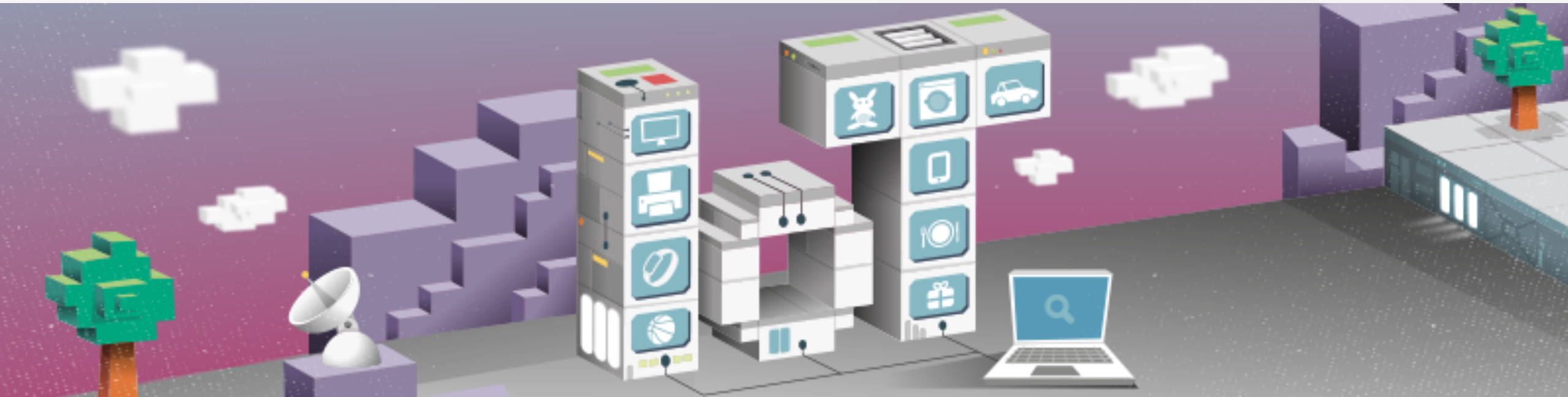
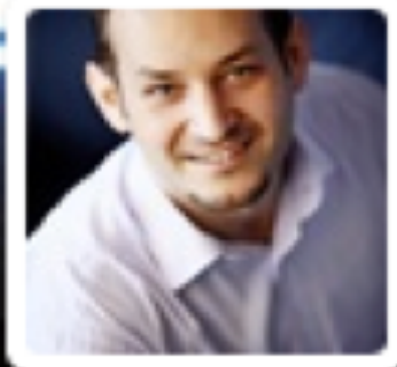




# The future of IoT is data

from today's companion apps to tomorrow's data apps





**Andreas Constantinou**

**@andreascon**

Founder/CEO at @visionmobile. Dad at @home. Adjunct Professor at @lunduniversity. 14 years in mobile. Always learning.

[visionmobile.com](http://visionmobile.com)

TWEETS

**5,798**

FOLLOWING

**1,005**

FOLLOWERS

**5,478**

LIKES

**22**



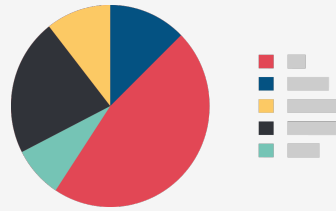
# We help the world understand developers

We survey 30,000+ developers annually – across mobile, IoT, cloud, and desktop – to help companies understand who developers are, what they buy and where they are going.



## Who developers are

Developer population sizing  
Developer segmentation



## What they buy

Why developers are adopting competitor products – and how you can fix that.



## Where they are going

Emerging platforms –  
augmented reality, machine  
learning, messaging bots



## Trusted by the leading tech brands and media

Clients who benefit  
from VisionMobile's research



Leading media channels  
quoting our research

FINANCIAL TIMES



TechCrunch



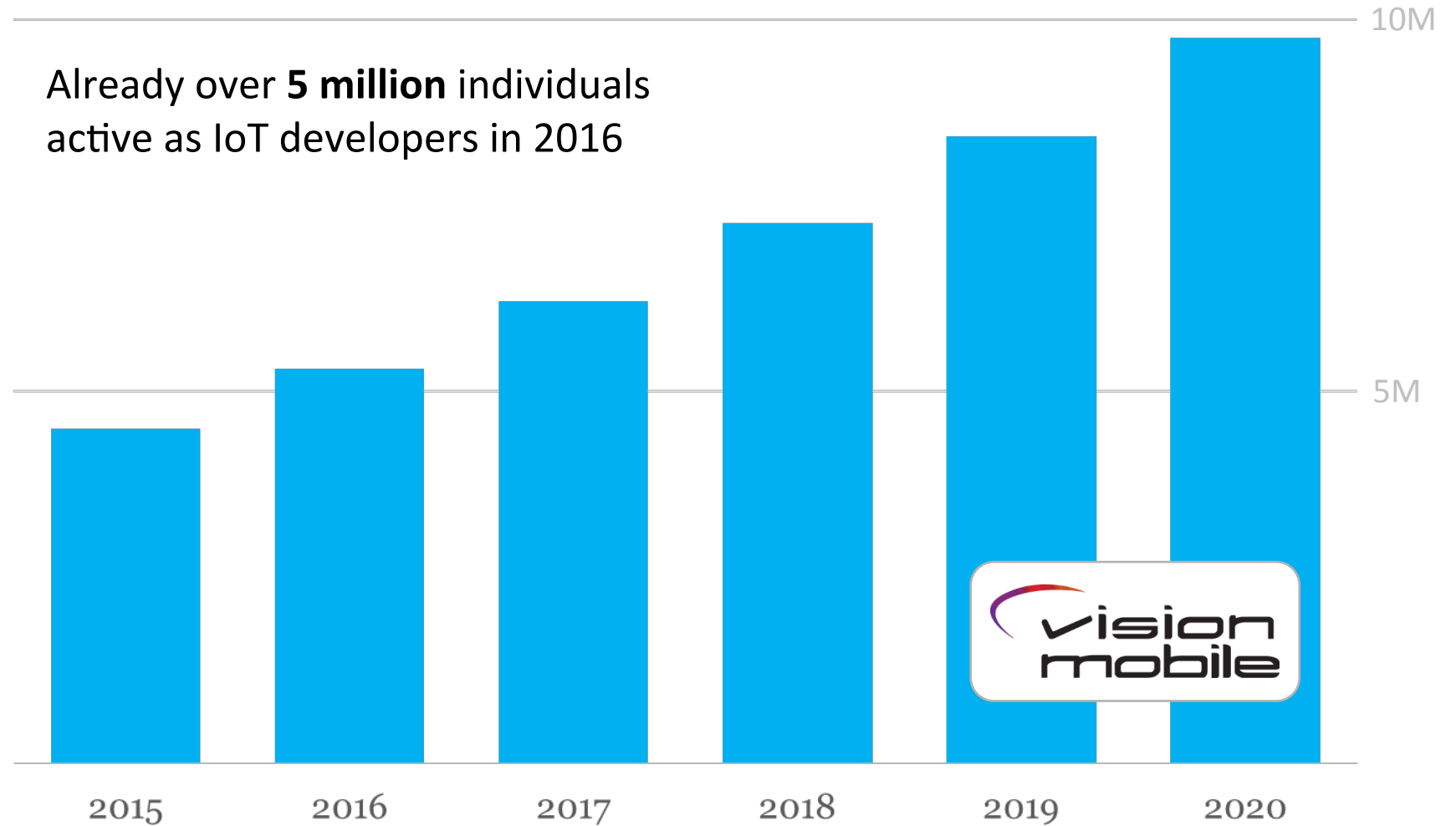
VentureBeat

readwrite

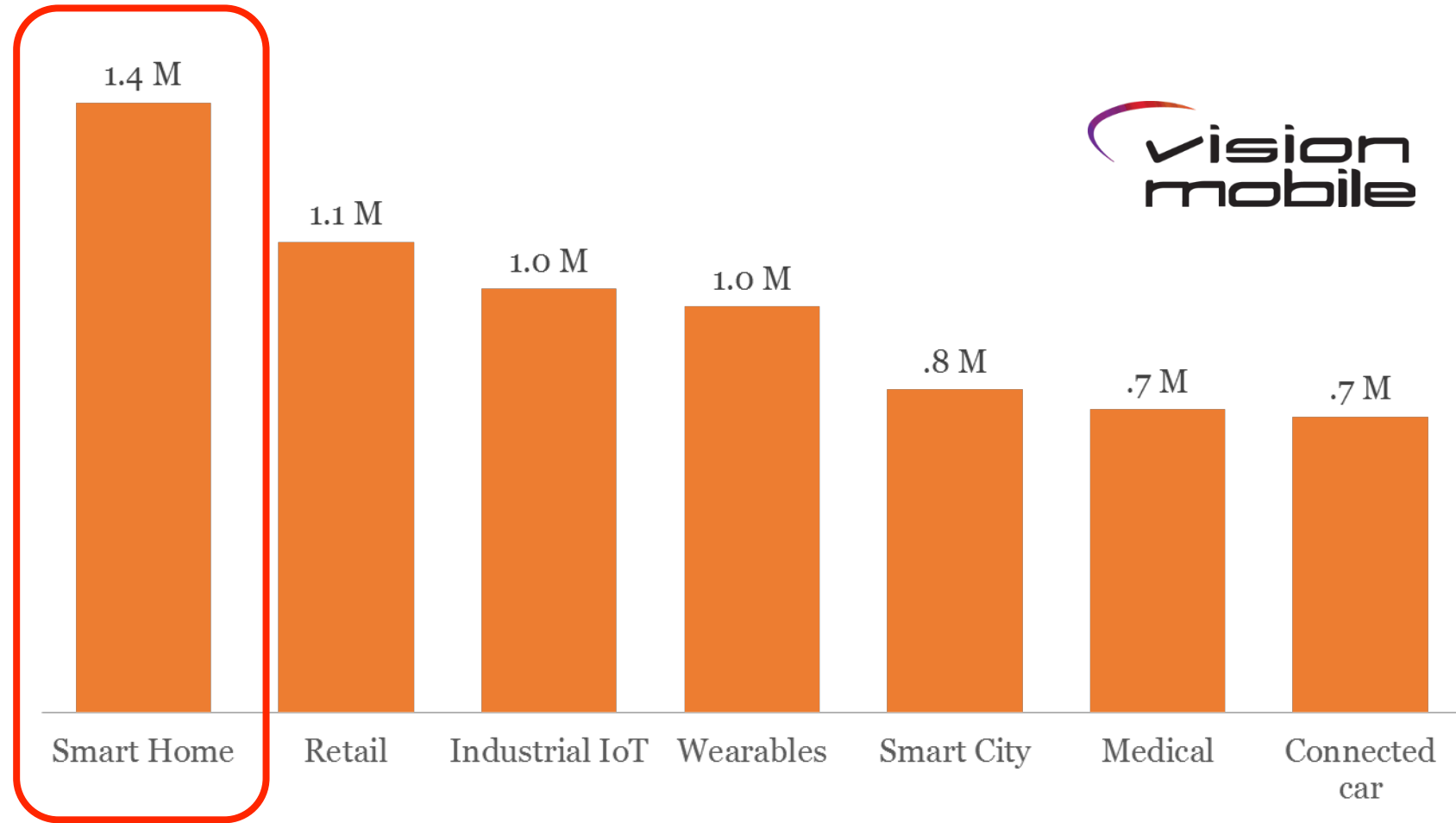




# Developers flood into the Internet of Things fast



# Smart Home draws the most attention from developers



number of individual IoT developers active in each vertical

THE FUTURE OF IOT

# Most IoT innovation today: "let's stick an app to that"



SMART WATCH



SMART LOCK



SMART LIGHTING




SMART THERMOSTAT




SMART WACHING MACHINE


THE FUTURE OF IOT

# IoT devices create more value when connected





Get out in a flash.  
When Nest Protect senses something's wrong, your blue lights can flash on and off to get your attention.  
[Get Connected >](#)







Helps with chores. Even when you're away.  
If your Nest Thermostat notices you're away, it can have Whirlpool switch to a refresh mode when your cycle ends, so your clothes stay fresh and wrinkle-free.  
[Get Connected >](#)







Your garage knows when you're home. Or Away.  
Open the garage when you arrive, and Chamberlain can tell Nest you're home. Close it on your way out, and your thermostat can go into Away mode so you don't waste energy heating or cooling an empty home.  
[Get Connected >](#)






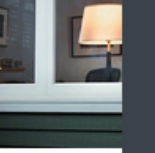
Stay comfortable around the clock.  
Go to sleep and your Withings Aura Sleep System will set your Nest Thermostat to a comfortable night time temperature. Wake up and it will tell Nest you're ready to start the day.  
[Get Connected >](#)







It wakes you up. And your thermostat.  
Nest knows what temperature you like. And your UPBAND can tell when you wake up. Put them together and your thermostat will start to heat up or cool down your home before you even slip out of bed.  
[Get Connected >](#)







When it comes to security, you shouldn't be in the dark.  
Going on vacation? As soon as your Nest Thermostat switches itself into Away mode, LIFX can make it look as if someone is home by automatically turning on and off your lights throughout the house.  
[Get Connected >](#)







On the road to a more comfortable home.  
Your car can tell Nest when you'll be home so your thermostat can start heating or cooling at exactly the right time. It keeps you from wasting energy, and means you're comfortable as soon as you walk in the door.  
[Get Connected >](#)







Come home to the perfect temperature.  
Driving home? Your Automatic car adapter will tell your Nest Thermostat to start getting your home comfortable before you arrive.  
[Get Connected >](#)







The key to a more comfortable home.  
Kave Smart Lock tells your Nest Thermostat who's home and what temperature they like. It also helps Nest know when no one's home so your thermostat doesn't waste energy.  
[Get Connected >](#)






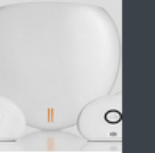
Design your own connections.  
Create your own connections with one simple statement - "If this then that." For example, "If my Nest Protect detects smoke, then send a text message to my neighbors."  
[Get Connected >](#)







Have a conversation with Nest.  
Speak up. iSee Sleek lets you control Nest with your voice. It's an all-around smart clock that will also tell you when an energy rush hour is about to start or finish.  
[Get Connected >](#)







Heat things up, room by room.  
WallyHome knows the temperature in each room. So it can help your Nest Thermostat know which ones to heat or cool.  
[Get Connected >](#)







See what's going on when your smoke alarm goes off.  
Dropcam will automatically save a clip if your Nest Protect detects smoke or carbon monoxide. That way you can go back later to figure out what went wrong.  
[Get Connected >](#)







Your sprinklers to the rescue.  
If Nest Protect thinks there's a fire, Radio will automatically turn on sprinklers around the house.  
[Get Connected >](#)







Your home phone knows where to reach you.  
Come. Info can forward calls when your Nest Thermostat notices you're away and return your calls when you return.  
[Get Connected >](#)







Keep an eye on the time. And temperature.  
Change the temperature and set your Nest Thermostat to Home or Away right from your Pebble wristwatch.  
[Get Connected >](#)







Set the scene. And the temperature.  
With the press of a button, your Logitech Harmony remote can control lots of things throughout the house to create the perfect scene. And now every scene can include a custom temperature.  
[Get Connected >](#)







A brighter way to think about fire safety.  
If Nest Protect detects smoke or CO, LIFX bulbs can flash red to let you know there might be danger and help alert those who are hearing impaired.  
[Get Connected >](#)






Lock in extra energy savings.  
August Smart Lock can tell your Nest Thermostat to Home when you unlock your door and immediately start warming or cooling the house. Lock your door on the way out and it will set your Nest Thermostat to Away to help you save energy.  
[Get Connected >](#)





If something's wrong, you'll know who to call.  
If your Nest Protect notices smoke or CO, your Ooma Telo can call and ask if you want to contact your local emergency services.  
[Get Connected >](#)



# Where will the apps live?

The most important apps  
do not live here.



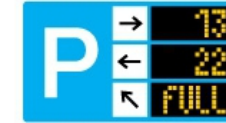
They live between devices.  
And they are data apps.

# Apps are more valuable than devices or sensors



KIUNSYS  
(Smart City)

Sensors in the  
road surface



Find an empty  
parking spot quickly,  
without frustration

fitbit.  
(wearables)

Sensors to track  
your activity



Visualize my  
wellness and nudge  
me  
to get fitter

nest  
(Smart Home)

Learning,  
environment-aware  
thermostat



Turn the heating off  
when all family  
members have  
left home

AUTOMATIC  
(Connected Car)

Bluetooth dongle  
reading  
vehicle data



Call emergency  
services and loved  
ones when  
I'm in an accident



In the future your home will have 10s of connected devices

# How will you choose your next device in 2020?



We predicted “Experience Roaming” in our Mobile Megatrends 2011

# Will it work with my existing devices?



# What will these data apps be?

Signals



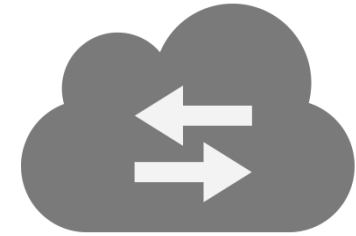
Streams



Stores



Devices & Sensors











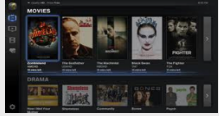


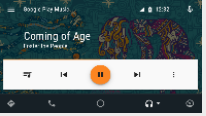



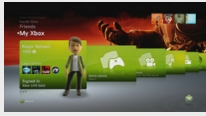















APIs

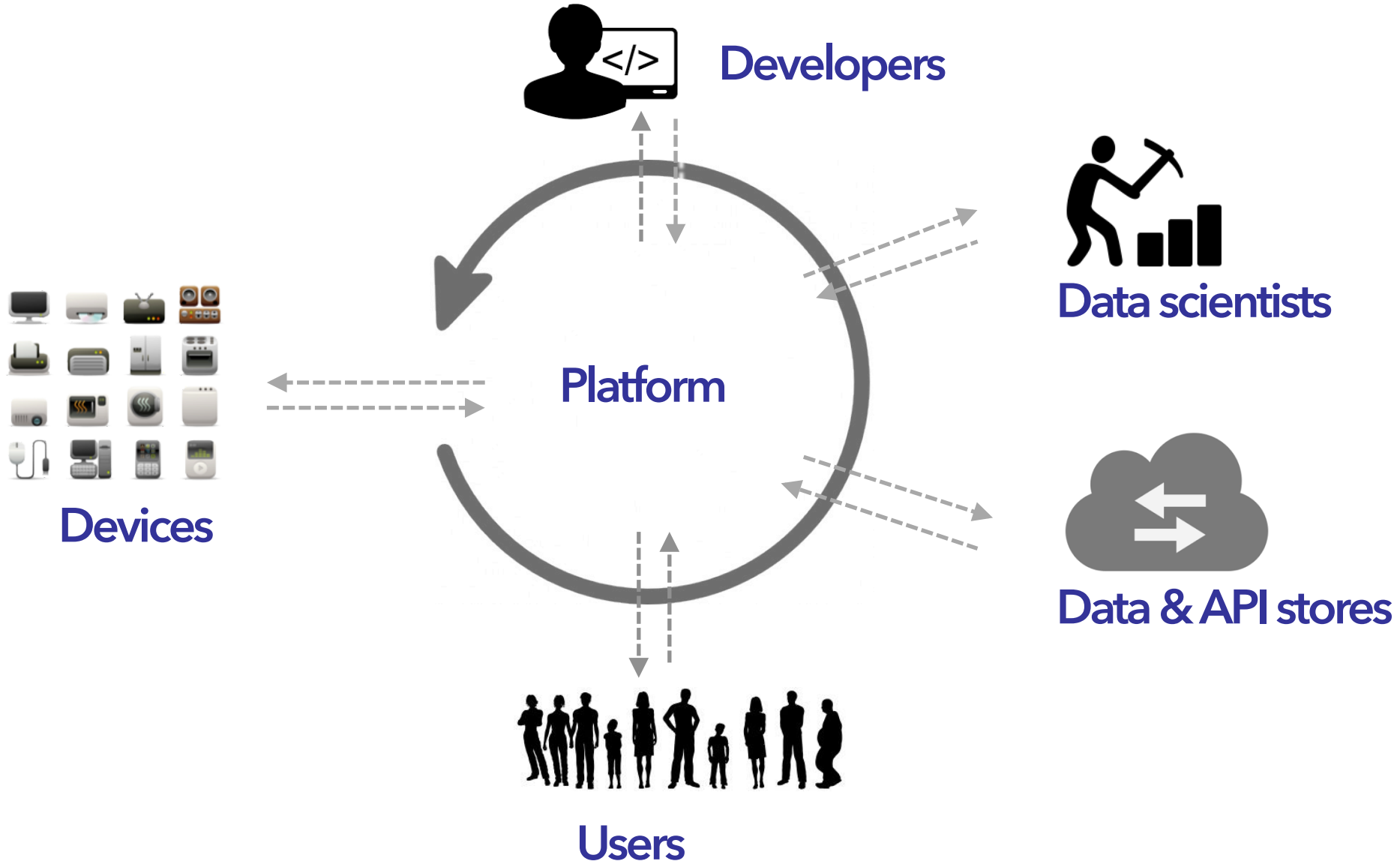


Databases

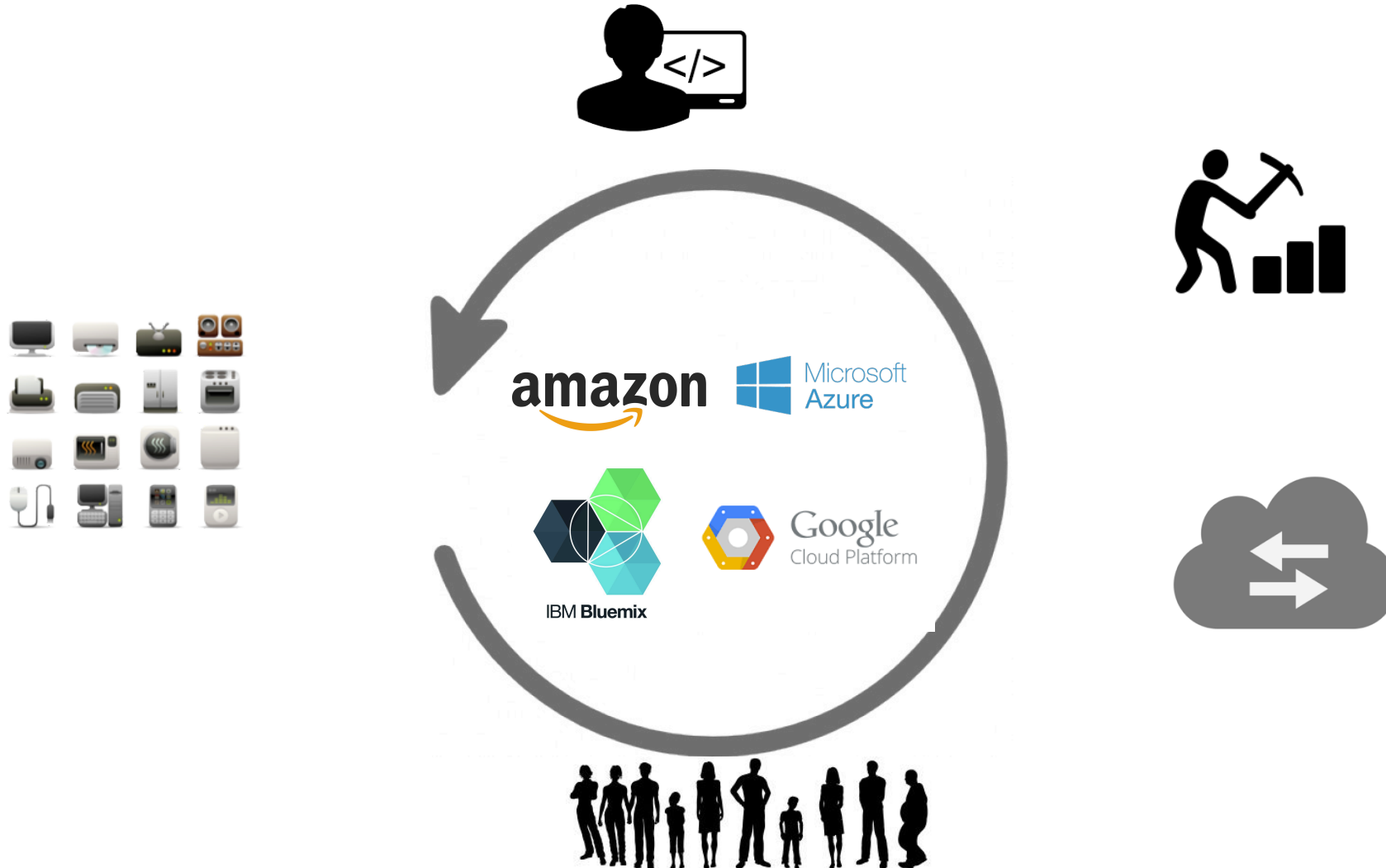
# Internet companies are expanding across multiple screens

	PC	smartphone	tablet	smart TV	smart home	health / wearables	connected car
Apple	 Mac computers	 iPhone	 iPad	 Apple TV	 HomeKit	 Health / Watch	 CarPlay
Google	 Chrome browser	 Android	 Android tablets	 Google TV	 Nest	 Fit / Wear	 Android Auto
Microsoft	 Windows	 Windows Phone	 Windows	 Xbox	 Cortana	 Health / Band	 Windows in the Car
amazon	 Amazon.com	 Fire Phone	 Kindle Fire	 Fire TV	 Echo / Alexa	N/A	N/A
小米 xiaomi.com	N/A	 Mi / MIUI	 Mi note	 Mi TV / Mi Box	 Mi Smart Home + ...	 Mi Band + ...	N/A

# But the real battle will be on data platforms



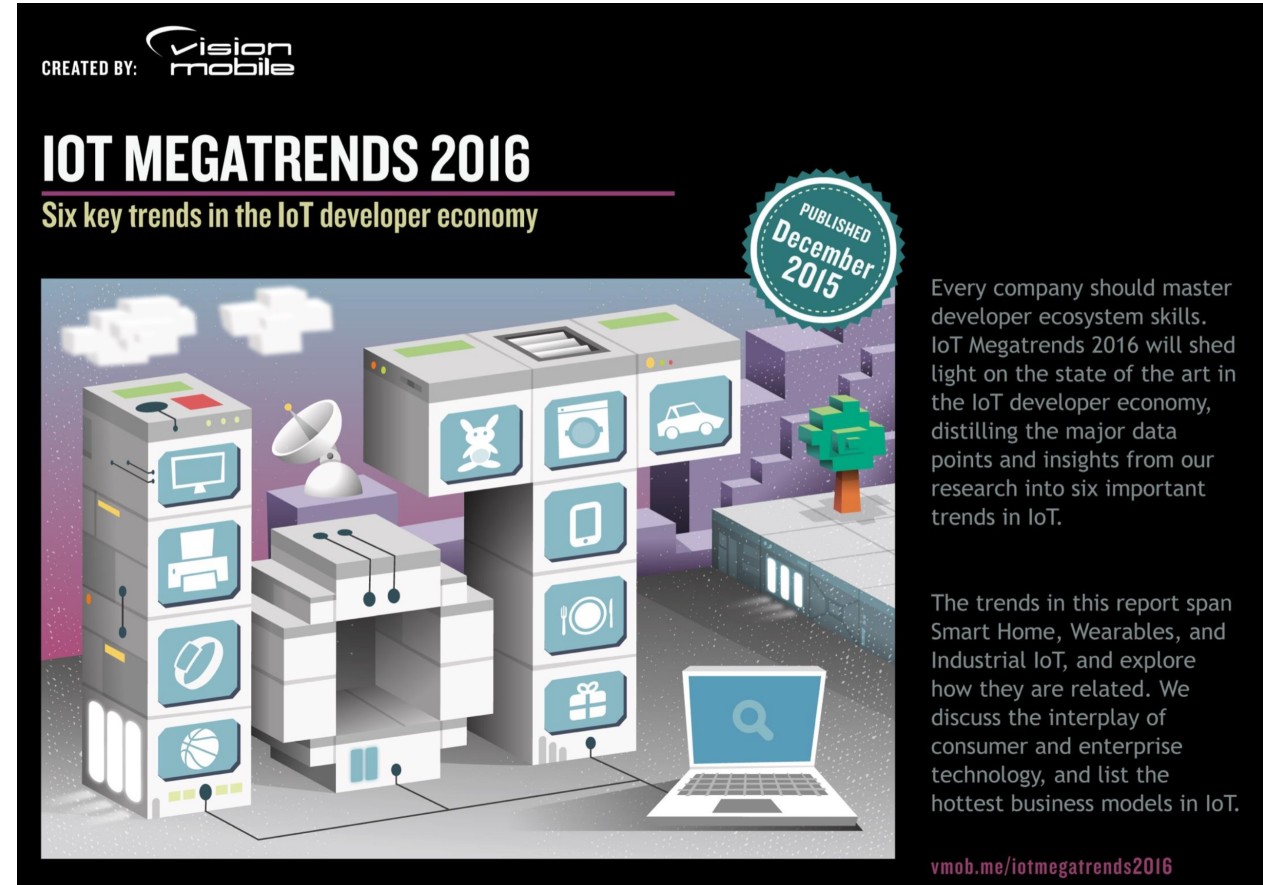
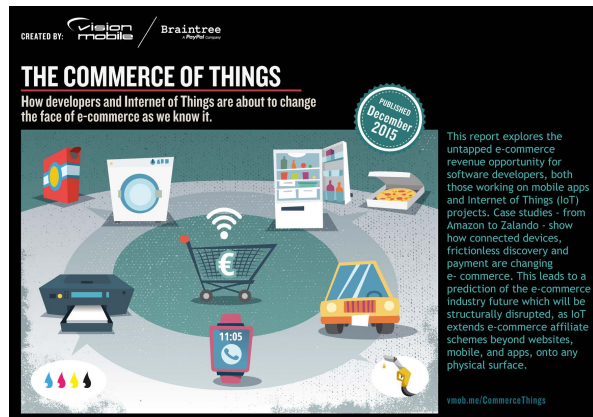
# The first-mover with a 5-sided network has an unfair advantage





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# Want more?



[www.developer economics .com](http://www.developer economics .com)

WE HELP THE WORLD

understand the future of developers



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*CEO & Founder*

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[@andreascon](https://twitter.com/andreascon)



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