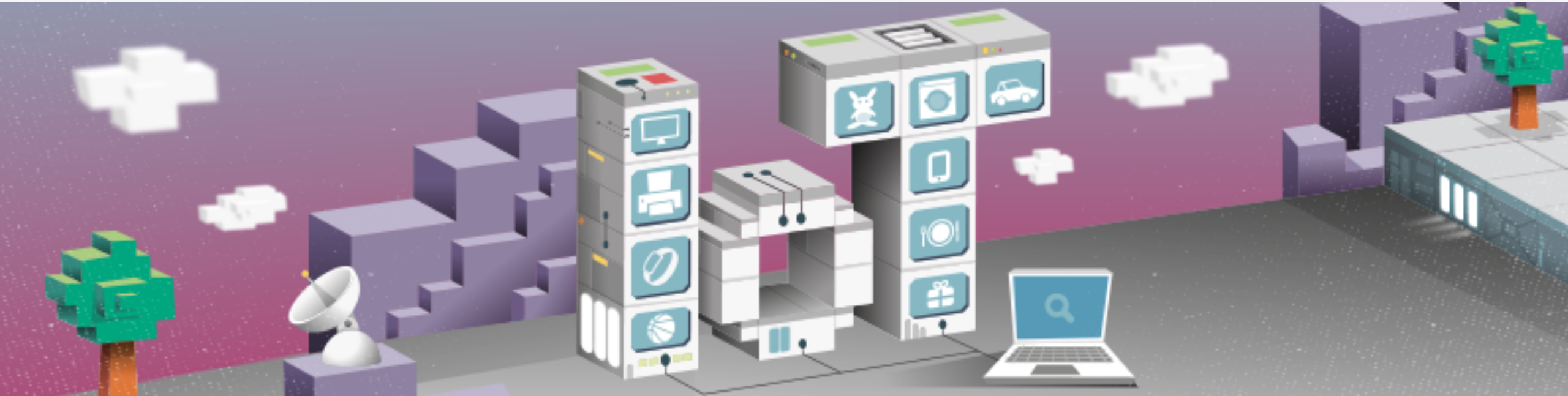
vision mobile

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

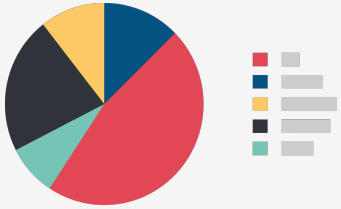
TWEETS	FOLLOWING	FOLLOWERS	LIKES
5,798	1,005	5,478	22

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.

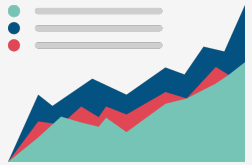
Who developers are

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

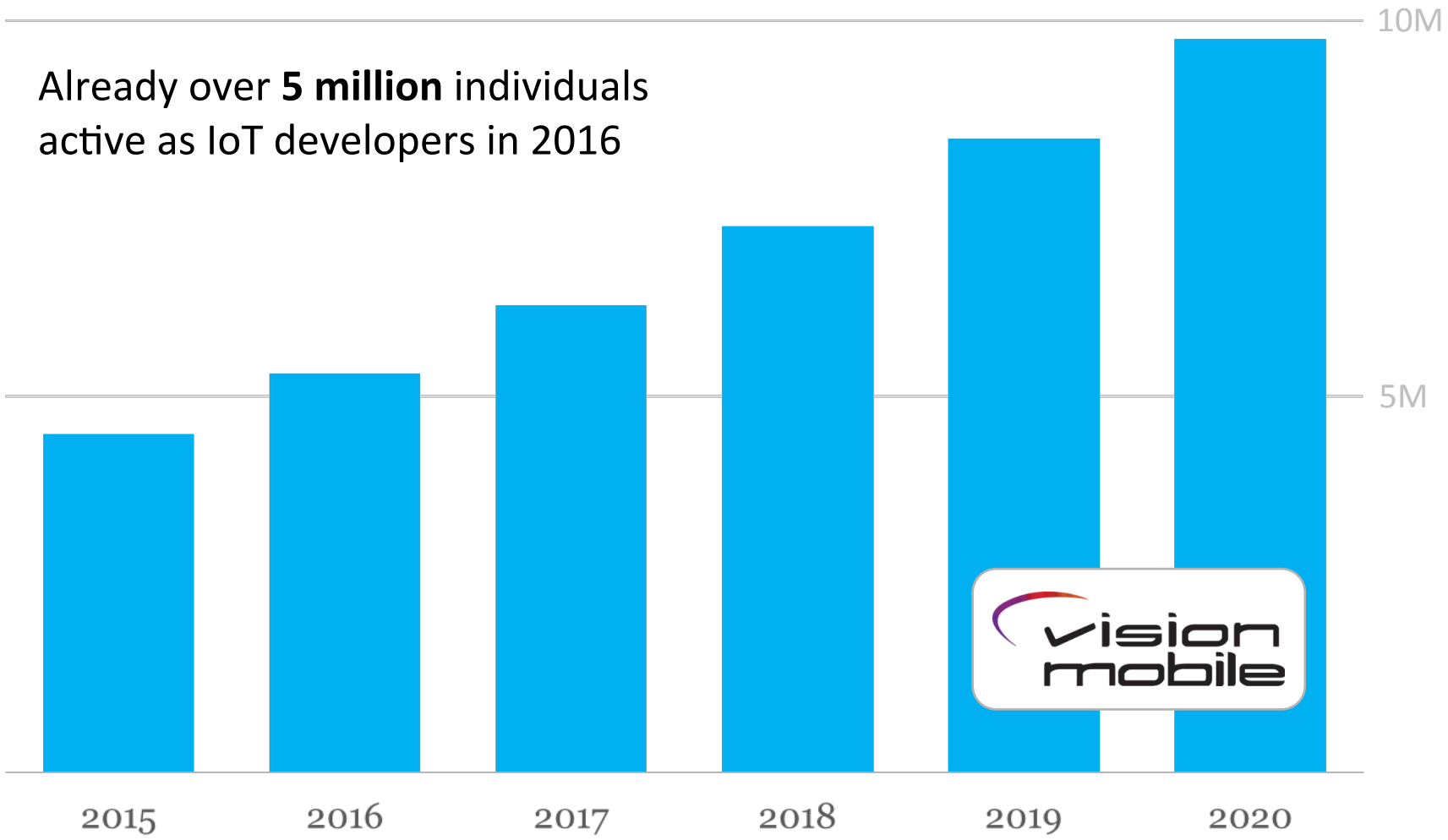
Clients who benefit from VisionMobile's research

Google
Microsoft
amazon
intel
mozilla
IBM
GE Software
SAMSUNG
HUAWEI
at&t

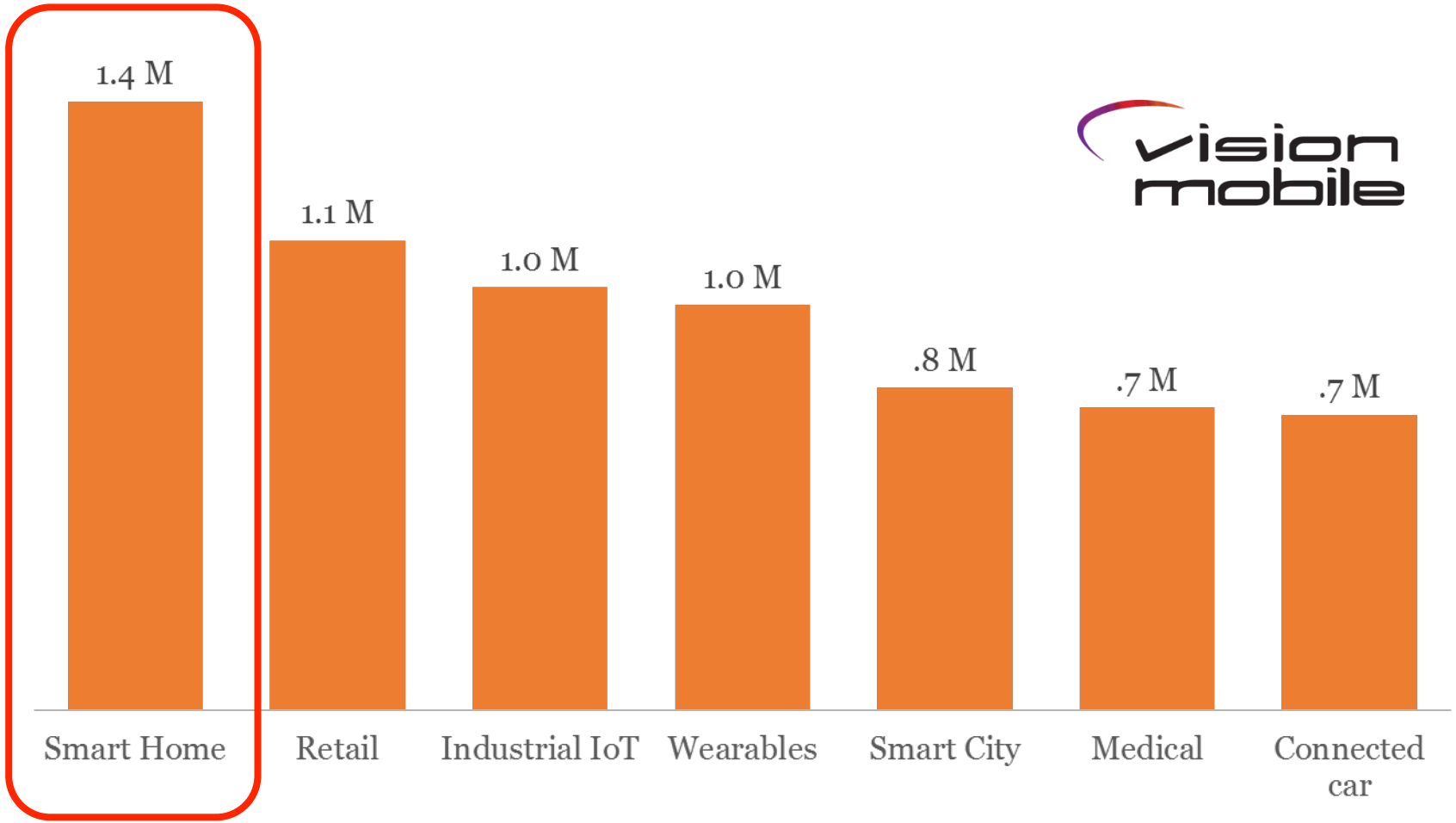
Leading media channels quoting our research

FINANCIAL TIMES
theguardian
Forbes
TechCrunch
REUTERS
VentureBeat
readwrite
CURVED
TechRepublic
CSDN

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

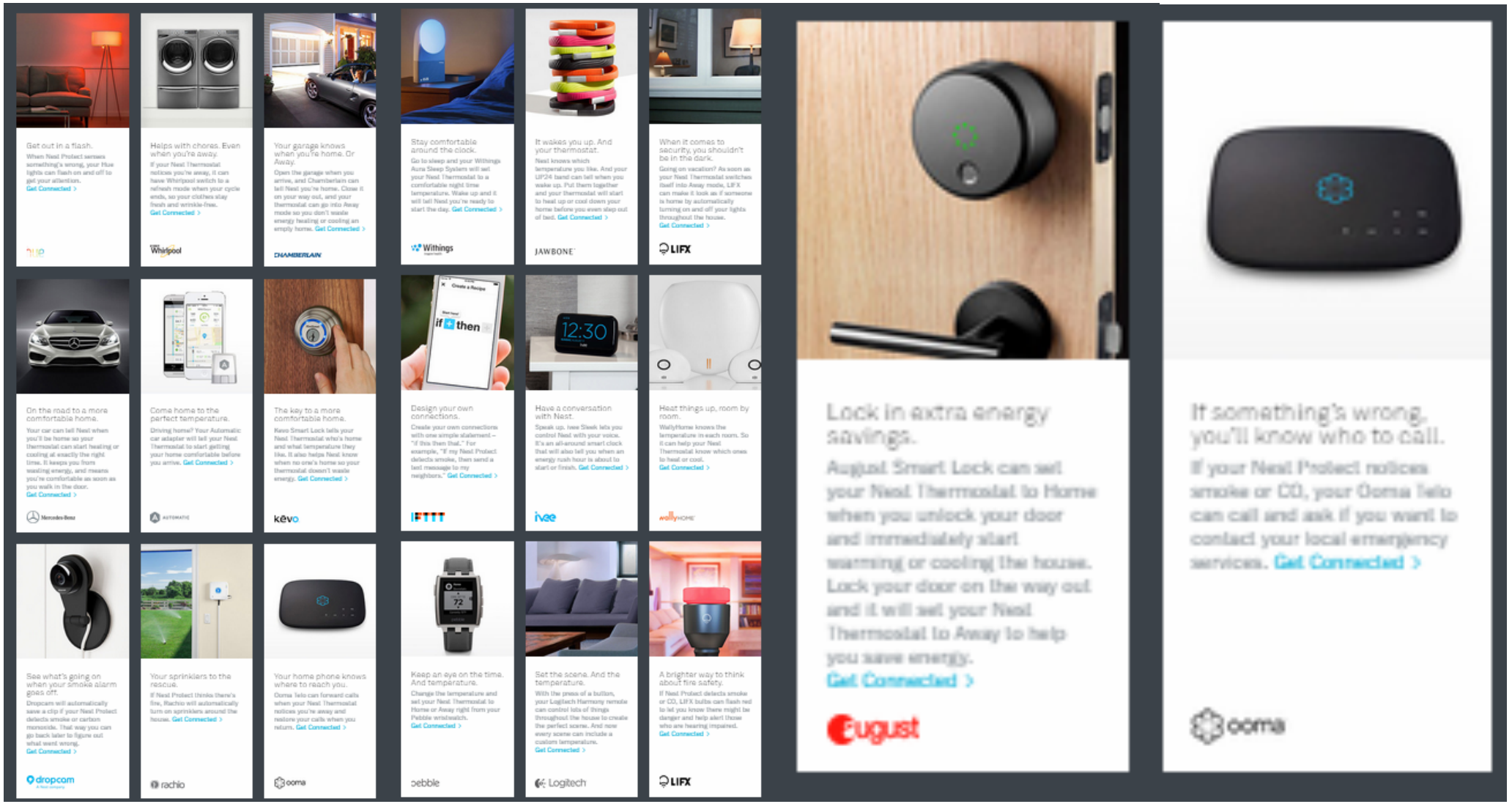
SMART LOCK

SMART LIGHTING

SMART THERMOSTAT

SMART WACHING MACHINE

IoT devices create more value when connected



Where will the apps live?

The most important apps
do not live here.

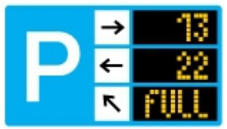
They live between devices.
And they are data apps.

THE FUTURE OF IOT

Apps are more valuable than devices or sensors

KIUNSYS
(Smart City)

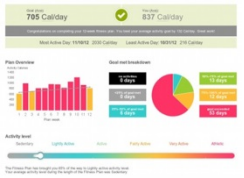
Sensors in the road surface



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?

THE FUTURE OF IOT

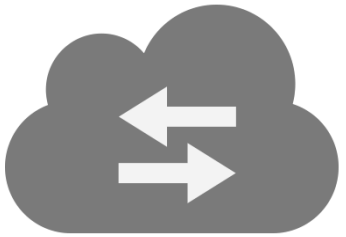
What will these data apps be?

Devices & Sensors

Signals

Streams

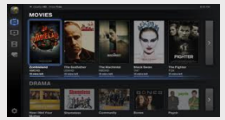
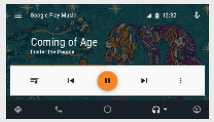
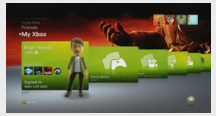
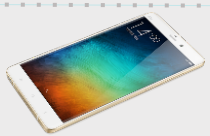
Stores



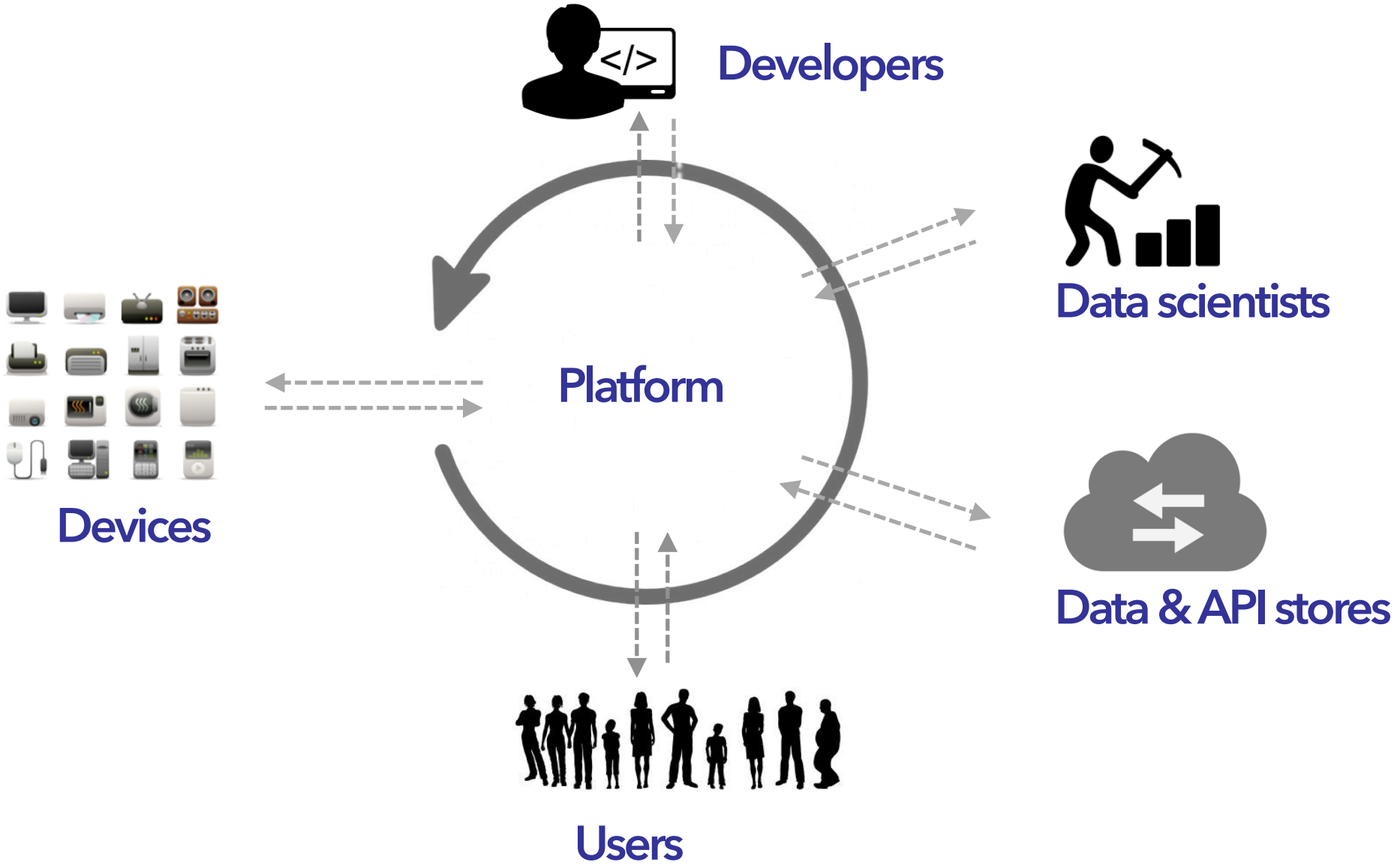
APIs

Databases

Internet companies are expanding across multiple screens

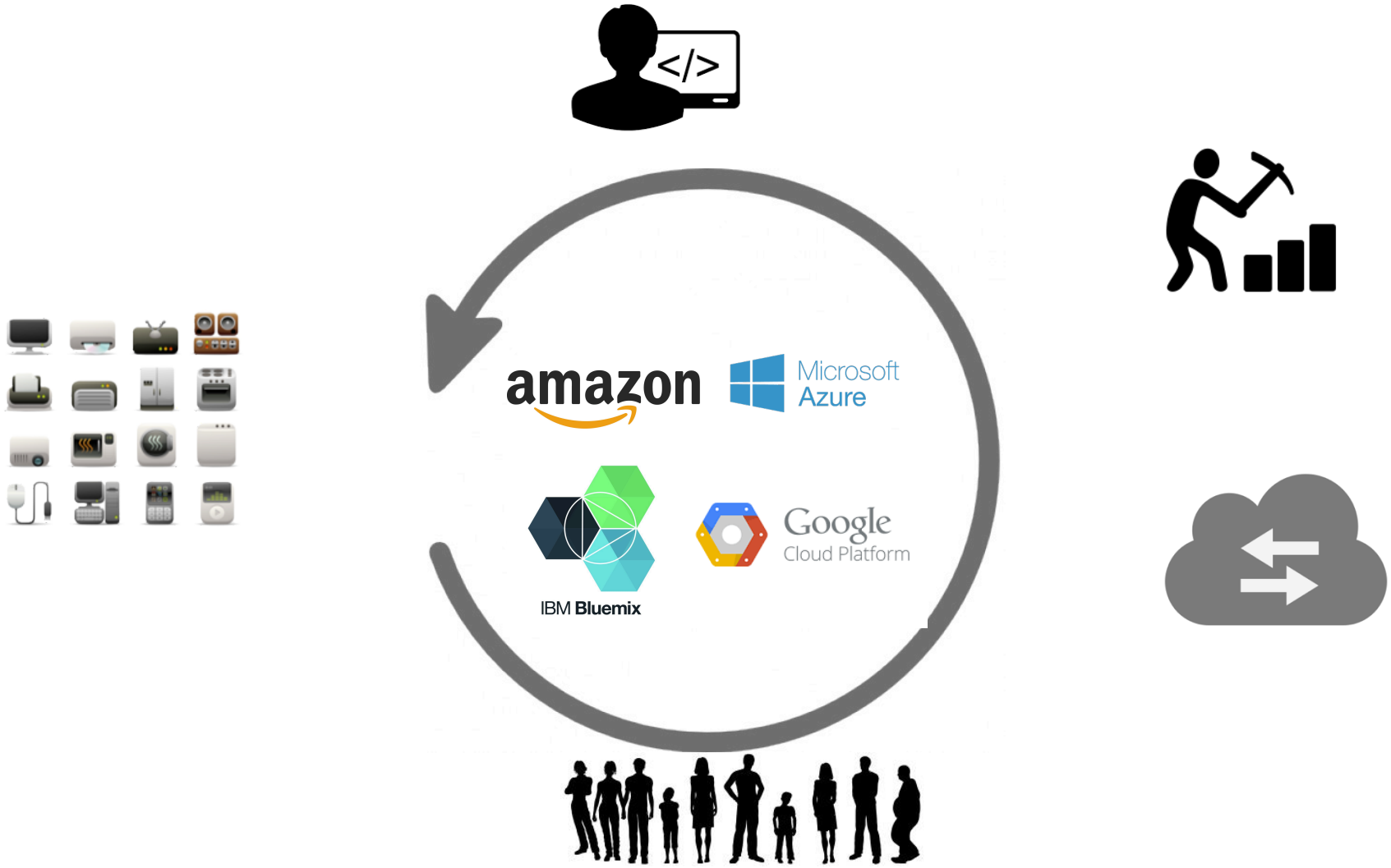
	PC	smartphone	tablet	smart TV	smart home	health / wearables	connected car
Apple	Mac computers	iPhone	iPad	Apple TV	HomeKit	Health / Watch	CarPlay
Google	Chrome browser	Android	Android tablets	 Google TV	Nest	Fit / Wear	 Android Auto
Microsoft	Windows	Windows Phone	Windows	 Xbox	Cortana	Health / Band	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

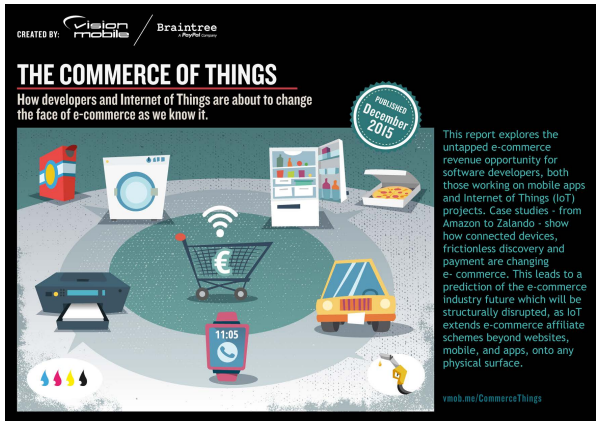


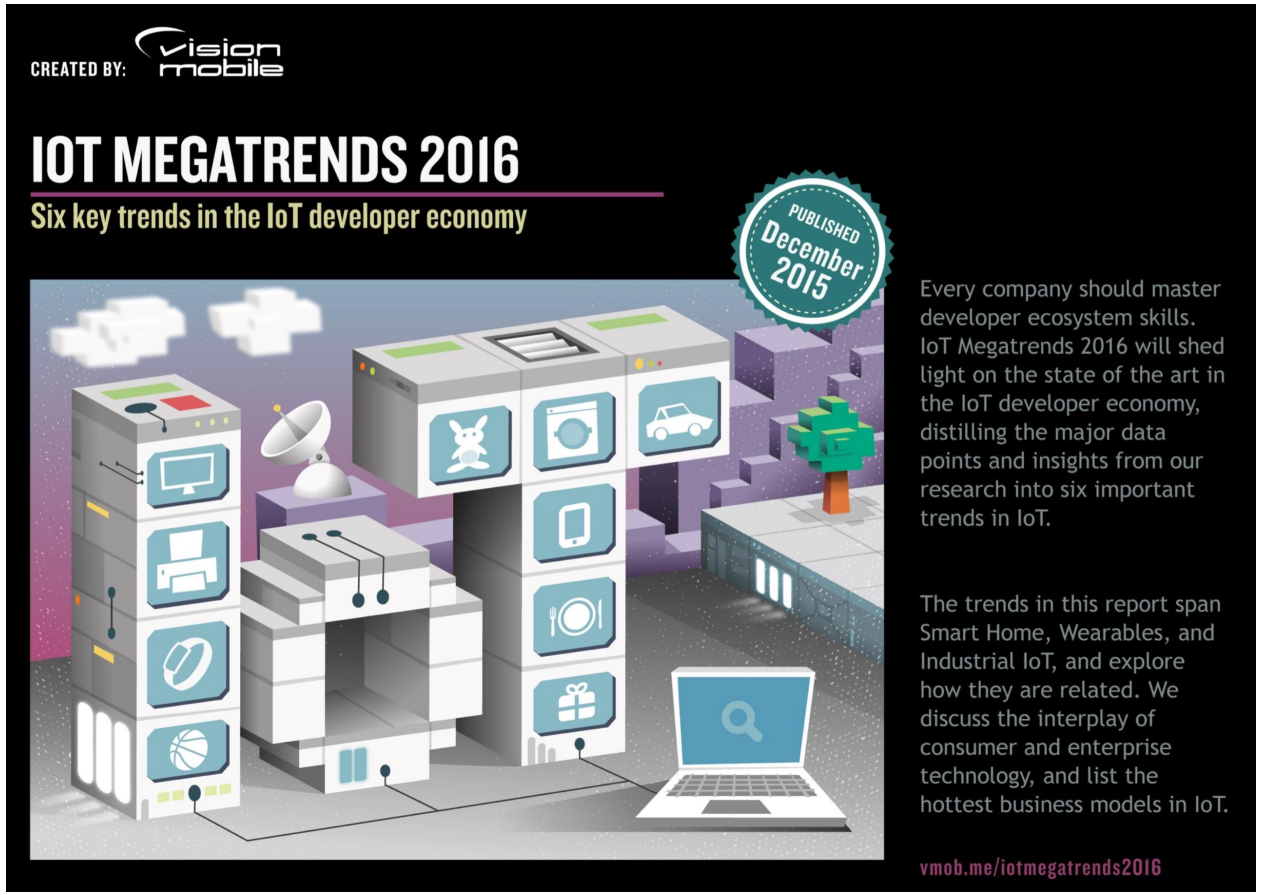
THE FUTURE OF IOT

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



Want more?





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WE HELP THE WORLD

understand the future of developers

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