

THE NEW “MOBILE” – HOW THE INTERNET OF THINGS IS CHANGING EVERYTHING

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MOBILE MOMENT =

“When the majority of a brand’s “on-line” usage and traffic shifts from desktop to mobile devices”

– Luke Wroblewski



+272%



+102%



+101%



+97%



+77%



+70%



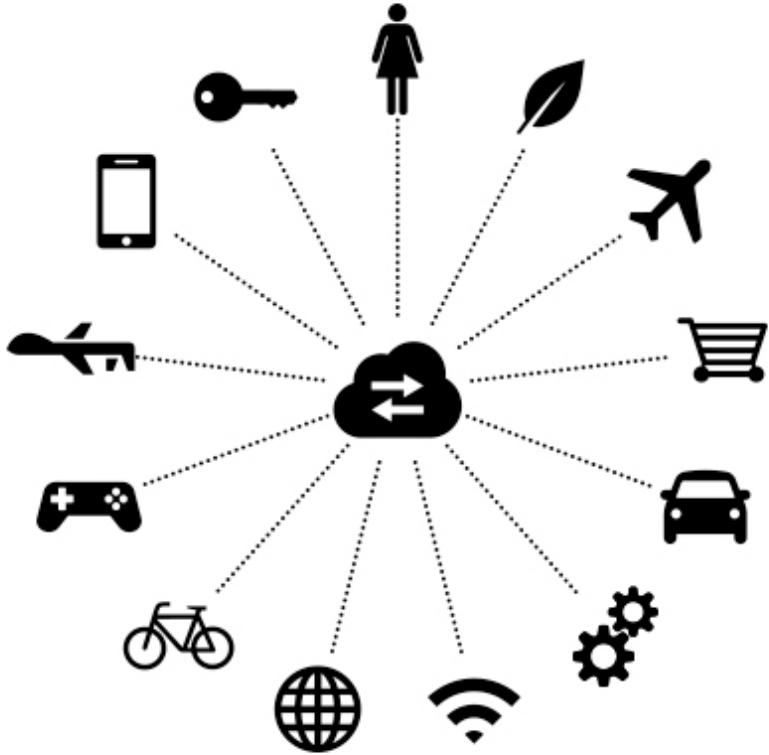
+58%

Mobile is now at the core of all digital products and services.



**THE VERY DEFINITION OF
MOBILE IS IN FLUX. THE
INTERNET OF THINGS CHANGES
EVERYTHING.**

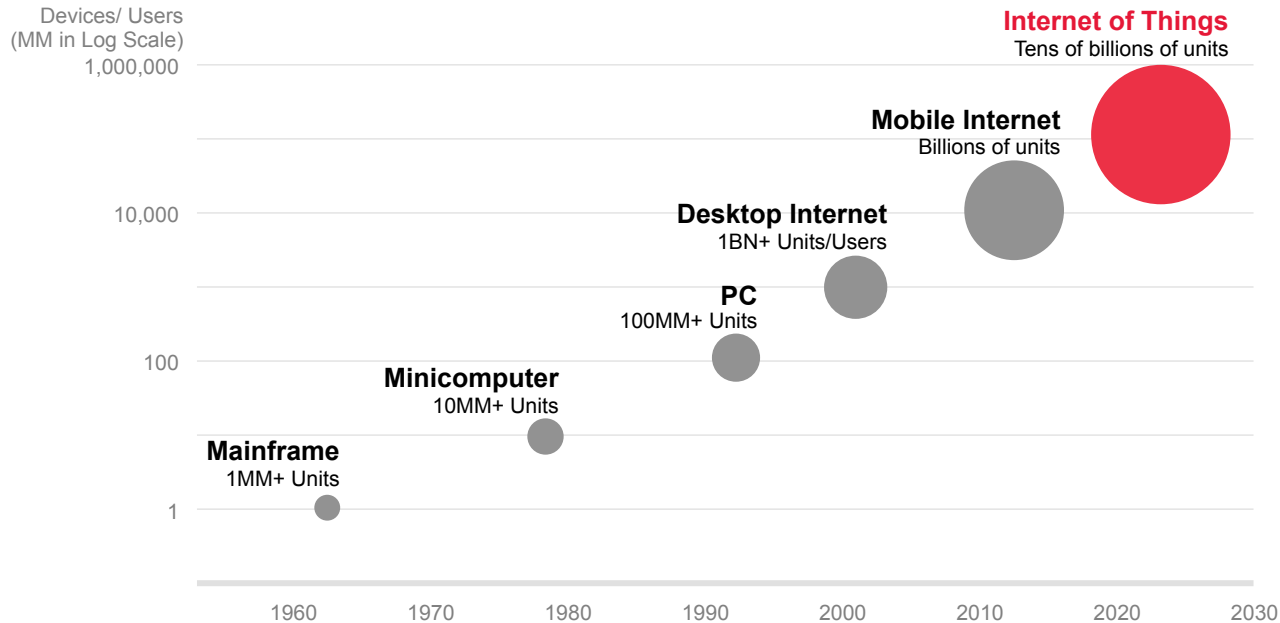
The internet is moving beyond desktops, laptops, and mobile devices.



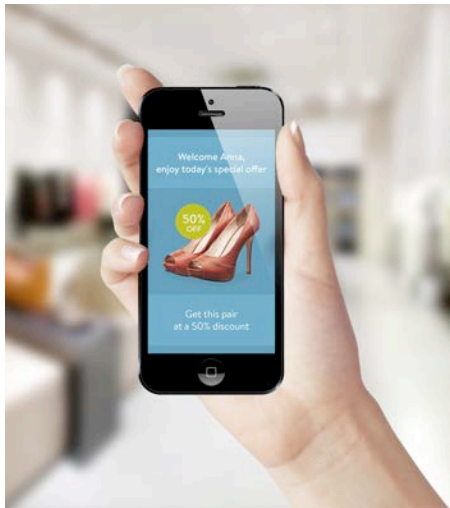
Billions of devices, artifacts, and accessories will be networked.

Computing Darwinism

Computing Growth Drivers over Time, 1960-2030e



Source: Company Data, Morgan Stanley Research





Muse: Train Your Mind
To Reduce Stress



Foc.us Headsets: A Connected Headset For
Gamers



Melon: A Headband And
Mobile App To Measure

BUT....We are still in the early days.

“The problem with wearables is that no one is wearing them”
– *Anonymous*



“The problem with wearables is that no one is wearing them”
– *Anonymous*





Smarty Ring – Smart Ring To Control Your Phone



Vessyl – Tracks What You're Drinking In Real-time/



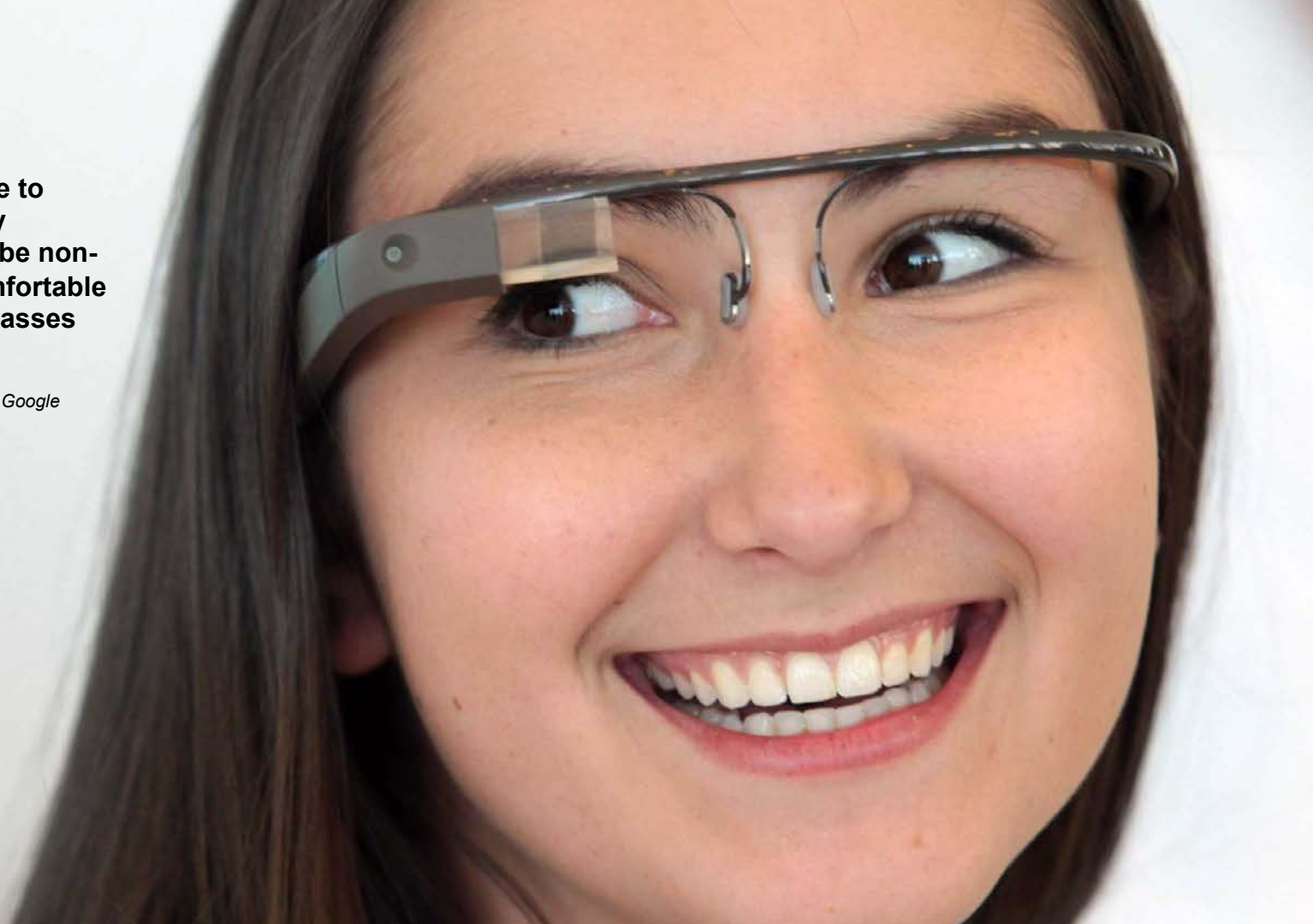
Rufus Cuff Wrist Communicator



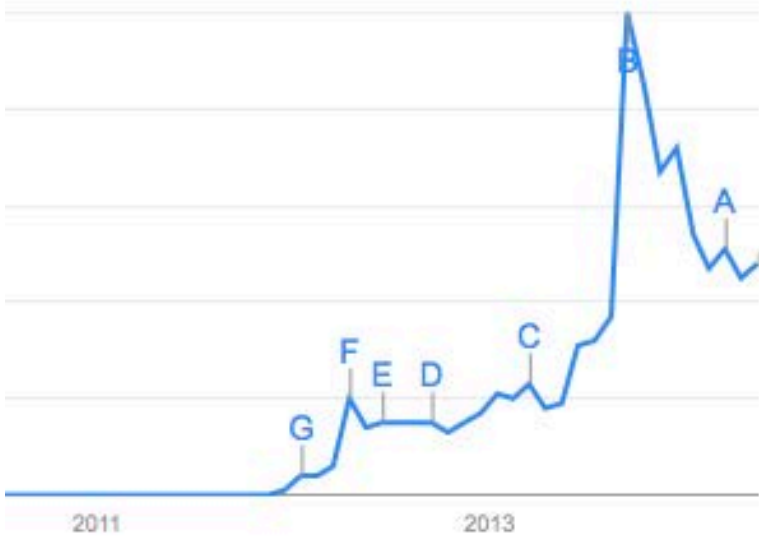
MEMI – Wearable Tech For Women

"Essentially we'd like to make the technology disappear. It should be non-intrusive and as comfortable to wear as regular glasses or a wristwatch."

- *Babak Parviz, The creator of Google Glass*



Google Trends for "Smartwatch"



Gartner Hype Cycle



The big platform providers are laying the groundwork for the Internet of Things



HealthKit



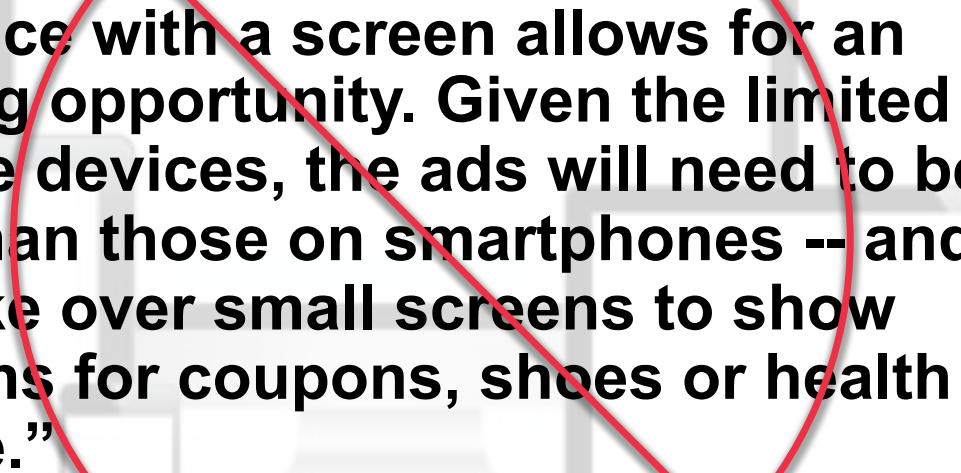
HomeKit



Google Fit



**WHERE CAN BRANDS /
AGENCIES / START-UPS
PLAY IN THE IoT SPACE?**

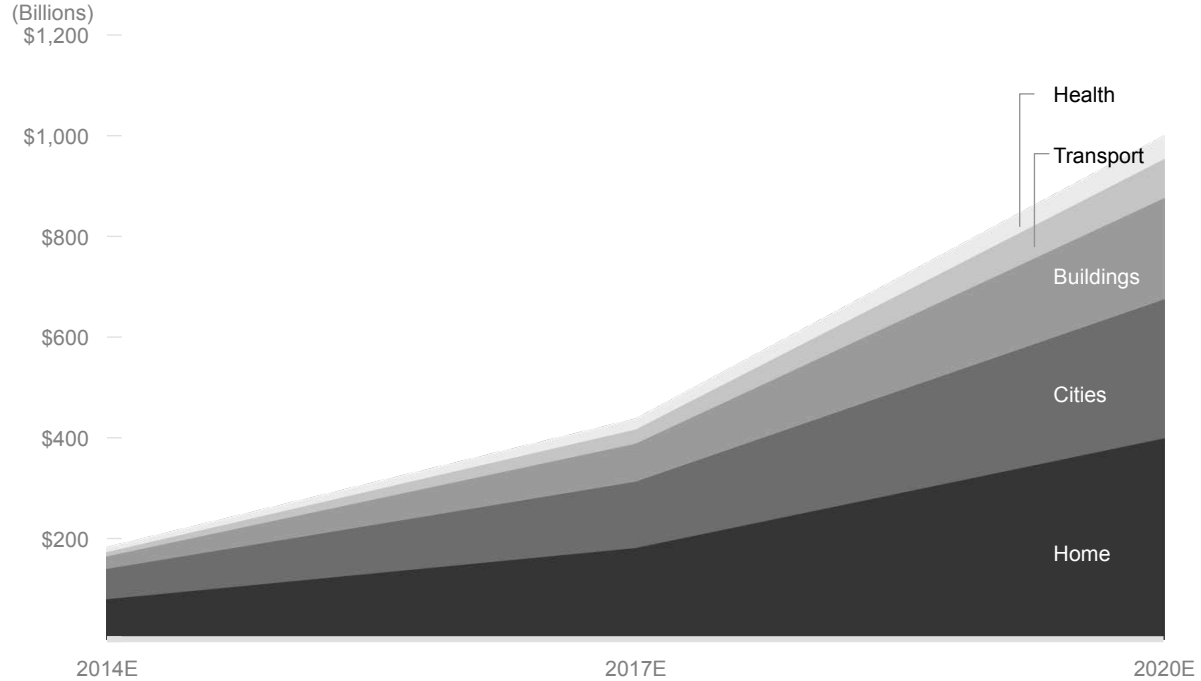


“Any device with a screen allows for an interesting opportunity. Given the limited display size of the devices, the ads will need to be smaller than those on smartphones -- and could briefly take over small screens to show promotions for coupons, shoes or health insurance.”

**Stop. Slow down. Think product,
service, and data first. Not
advertising.**

Global IoT Revenue by Sector Forecast

2014-2020



Source: Postscopes, Harwood Research

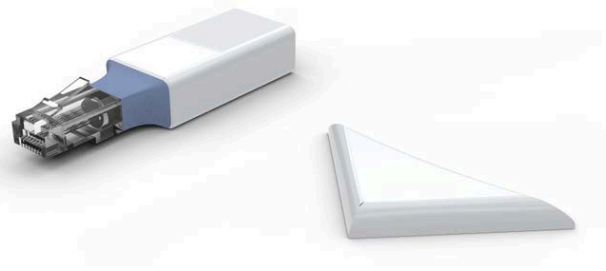
CONNECTED HOME



Aros Smart Window A/C



Lockitron: Make Your Deadbolt Wirelessly



Korner Home Security



Philips Hue: Connected Lightbulb



Philips In.Sight Wireless HD Baby Monitor



Withings Baby Monitor



Plum: Connect With Your Home



iSmart Home Alarm



WeMo Light Switch: Control Your Lights From Anywhere



Canary Home Security



Oort: Internet Of Everything
Control Your Whole Living
Environment With A Single App

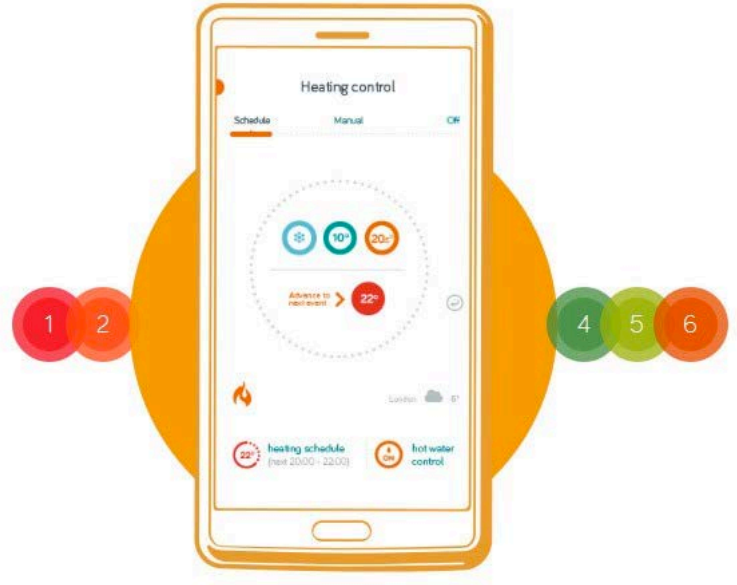


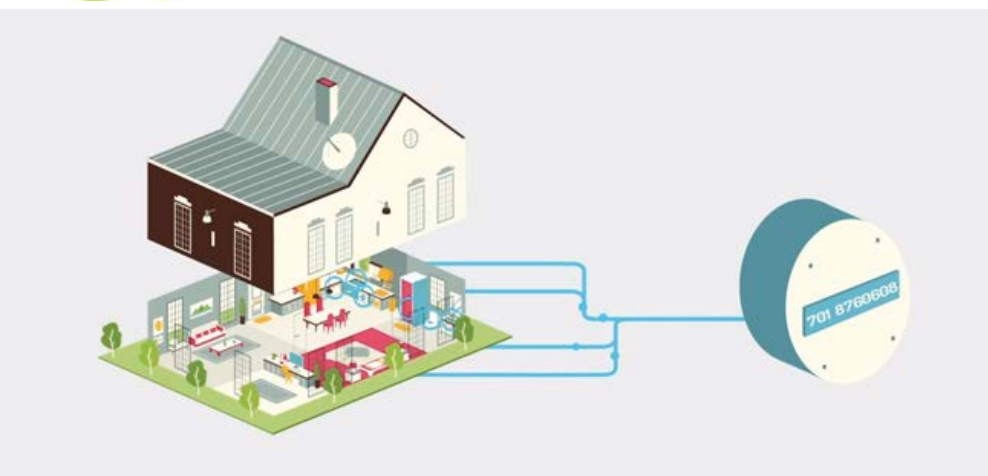
Archos: Smart Home Starter Pack



Revolv: The Smart Home,
Universal Smart Home
Automation Hub And App

CONNECTED UTILITIES





CONNECTED CARS



Zubie



Automatic: Your Smart Driving Assistant



Audi A3 2015



GM Connected Car

**CONNECTED
GARDENING / FARMING**



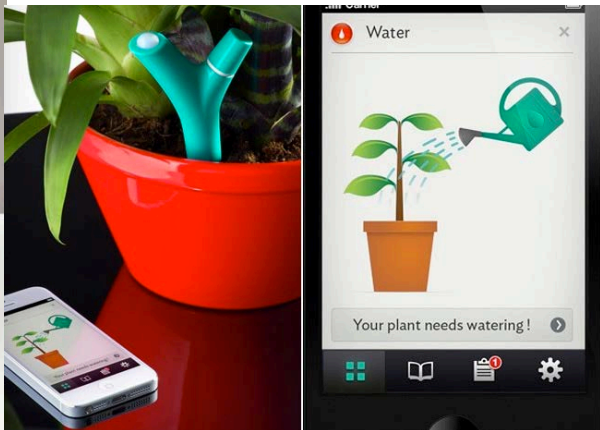
Grove Labs



Get Niwa – Smartphone Controlled Growing System



Edyn: Welcome To The Connected Garden

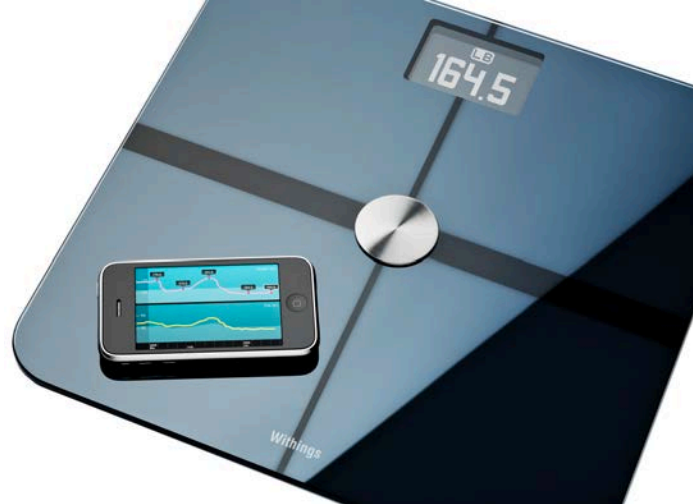


Parrot: Flower Power Sensor

CONNECTED HEALTH



OneTouch VerioSync



Withings Scale/



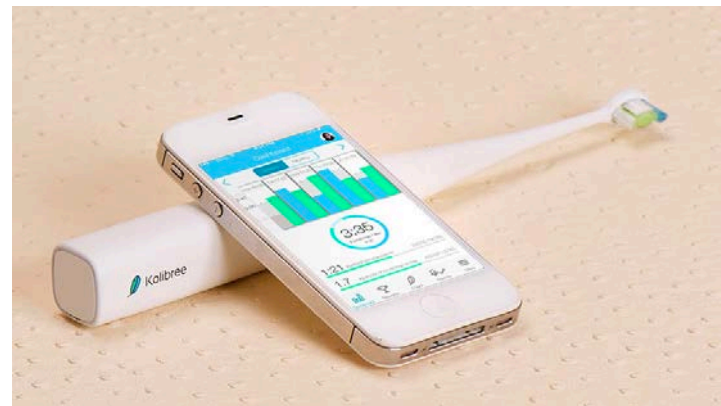
iHealth – Wireless Blood Pressure Wrist Monitor



Withings – Wireless Blood Pressure Monitor



Beddit – Automatic Sleep And Wellness Tracker



Kolibree Connected Toothbrush

CONNECTED FITNESS



Smash – The Game Changing Tennis Wearable



Babolat Play – Connected Tennis Racquet



ADIDAS Micoach SMART BALL



Reebok Checklight



94fifty – Connected Basketball



Samsung Galaxy Gear Fit



Nike+ Fuelband



Geopalz Ibitz



Fitbit Force



Jawbone Up



Withings Pulse



Garmin Fitness Band



Angel Sensor



Misfit Shine



Spire Healthy
Body And Mind



The Orb



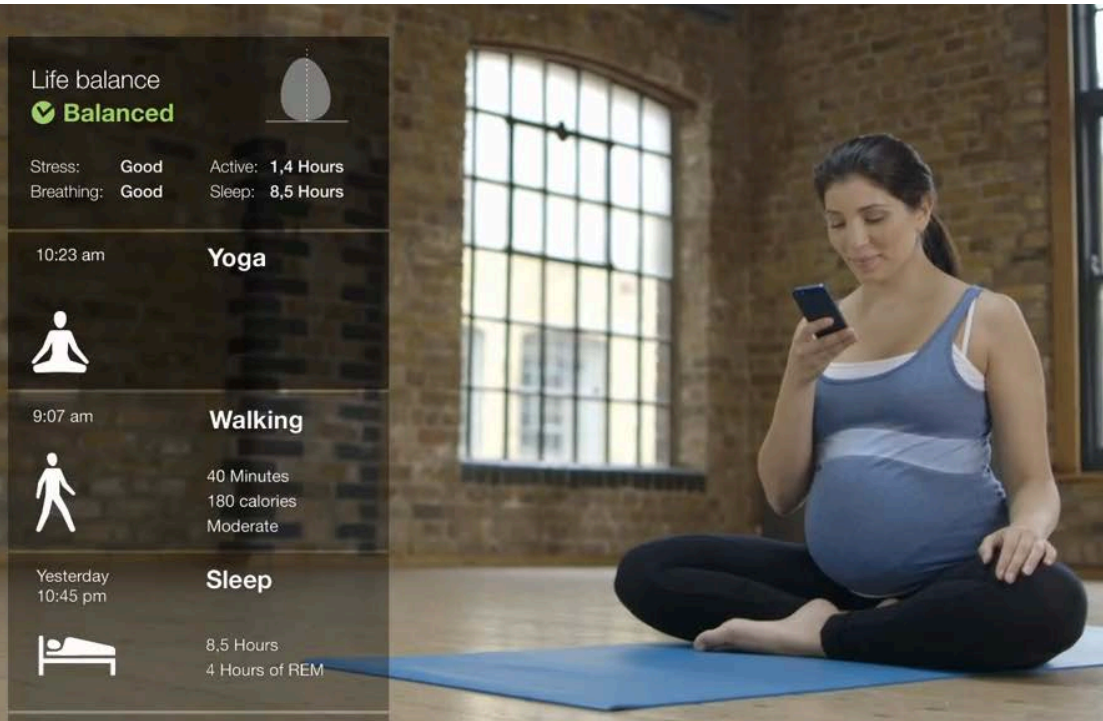
Lumo Lift



Nymi



Mio Alpha
Heart Rate Band



Omsignal: Bio-sensing Clothing For Everyday Life



Hexoskin – Wearable Body Metrics

CONNECTED MARKETING



Disney Invests \$1 Billion in Wearable Technology To Create MyMagic+



Estimote – Connect Your Environment With iBeacons

CITI FIELD

Open  At the Ballpark Here
**AMAZIN'
BONUS
VIDEO**



Download on
MLB.com  meta.com



MLB At The Ballpark

R/GA Accelerator

POWERED BY  techstars



Hammerhead

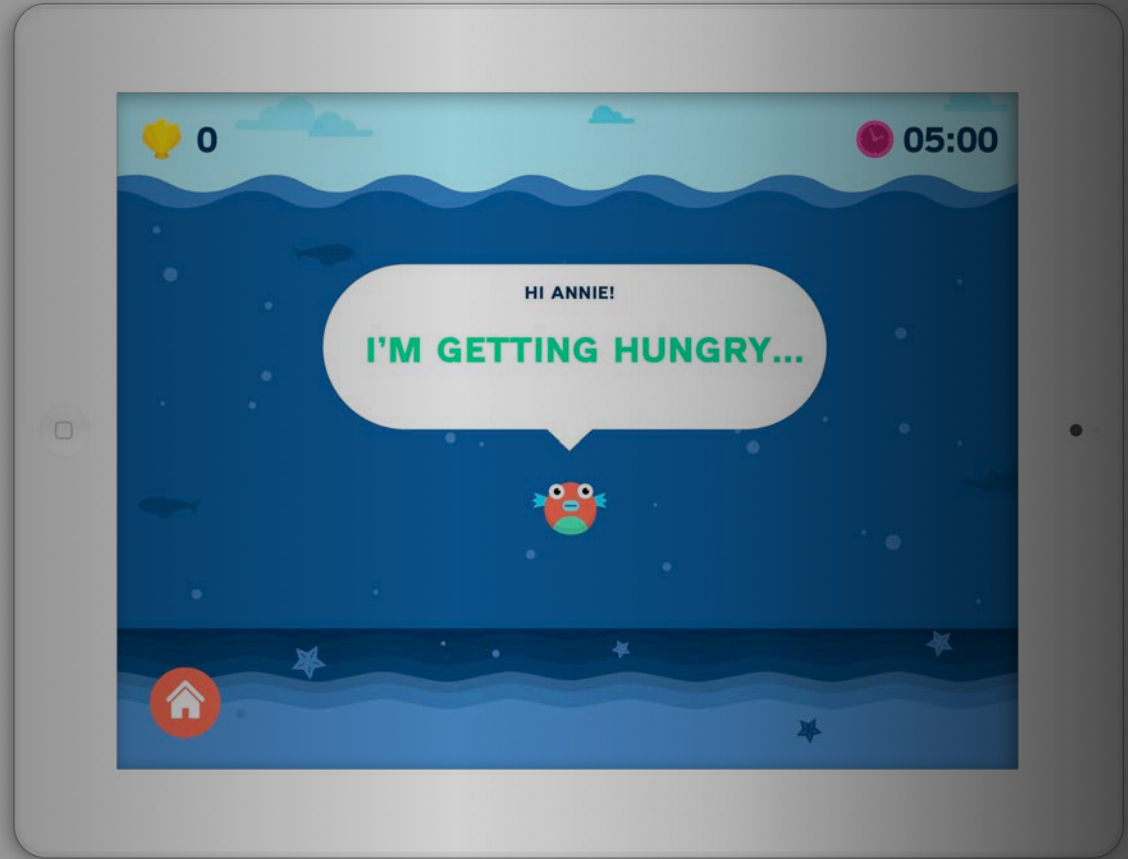
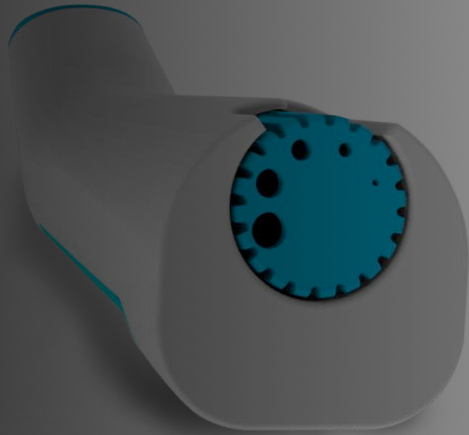
Heads-up navigation display for bicyclists with integrated social community.





Alvio

A training tool for kids to help those with asthma breathe an easier life.





Thank You