

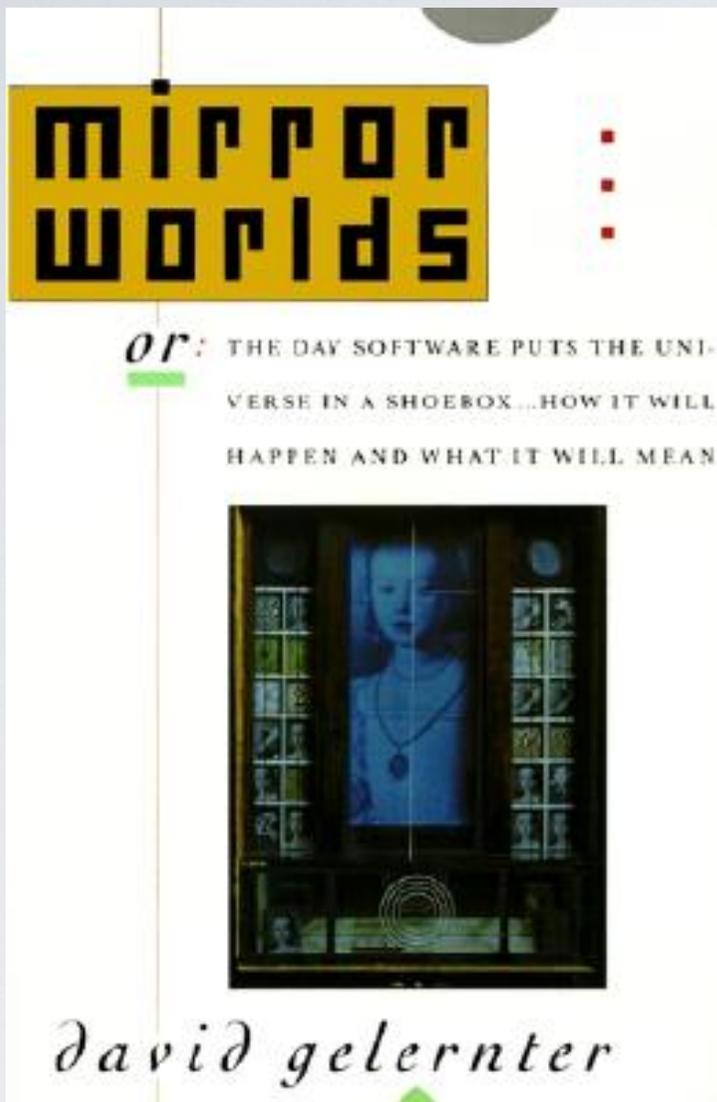


IoT – Internet of Things

Lucas Pinz

Head of IoT Business Unit





Fonte: amazon.com

Prof. David Gelernter



“Este livro descreve um evento que ocorrerá em algum dia: em breve você olhará na tela de um computador e verá a realidade”
(Prof. D.G - 1991)



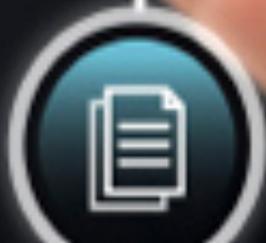


“A Internet das Coisas trará a realidade do mundo para o computador que carregaremos todos os dias”



“Nosso SMARTPHONE é o elemento básico do KIT de construção da Internet das Coisas”

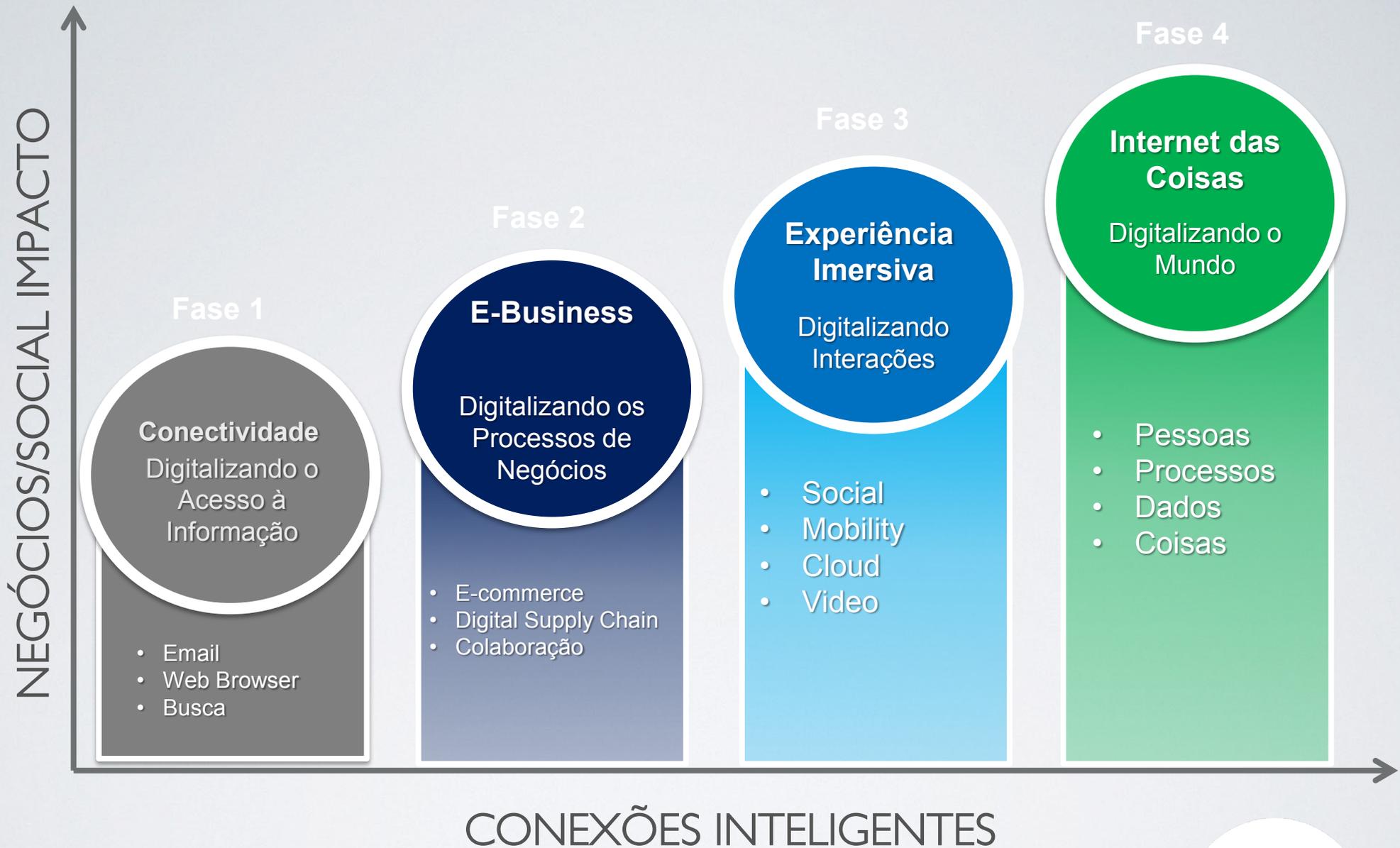
“A intercessão entre Cloud e conectividade ajudará a criar a Internet das Coisas ”



“Sensores inteligentes conectarão
o que antes não estava
conectado ”



Estacionamento Público (rua) Inteligente



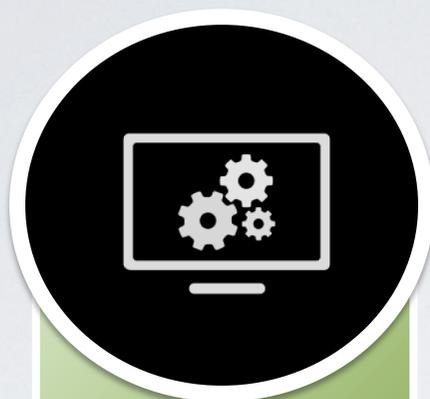
Evolução da Internet





- Pessoas

Conectando pessoas de maneiras mais relevantes e valiosas.



- Processos

Entregando a exata informação para a exata pessoa (ou máquina) no momento correto.



- Dados

Organizando os dados em maneiras mais uteis para tomada de decisão



- Coisas

Dispositivos físicos e objetos conectados à internet para tomada de decisões inteligentes

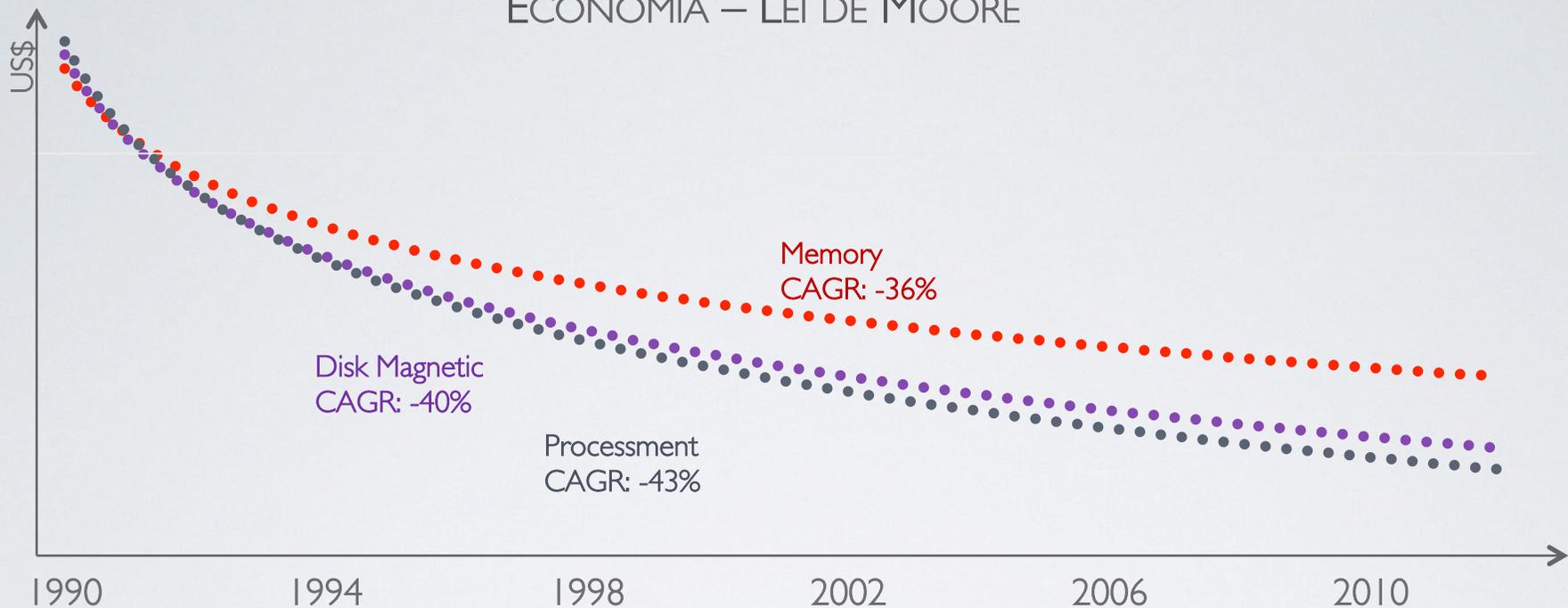
Pessoa-Pessoa + Pessoa-Máquina + Máquina-Máquina

Fonte: Cisco; análises PromonLogicalis

A Internet de Todas as Coisas



ECONOMIA – LEI DE MOORE



CUSTO DOS SENSORES

\$1.30 → .60
AVG. COST
over the past 10 years.

CUSTO DE
PROCESSAMENTO

↓ 60x
over the past 10 years.

IPv6

3.4×10^{38}
IP addresses

BIG DATA



WI-FI COVERAGE



Por que agora?

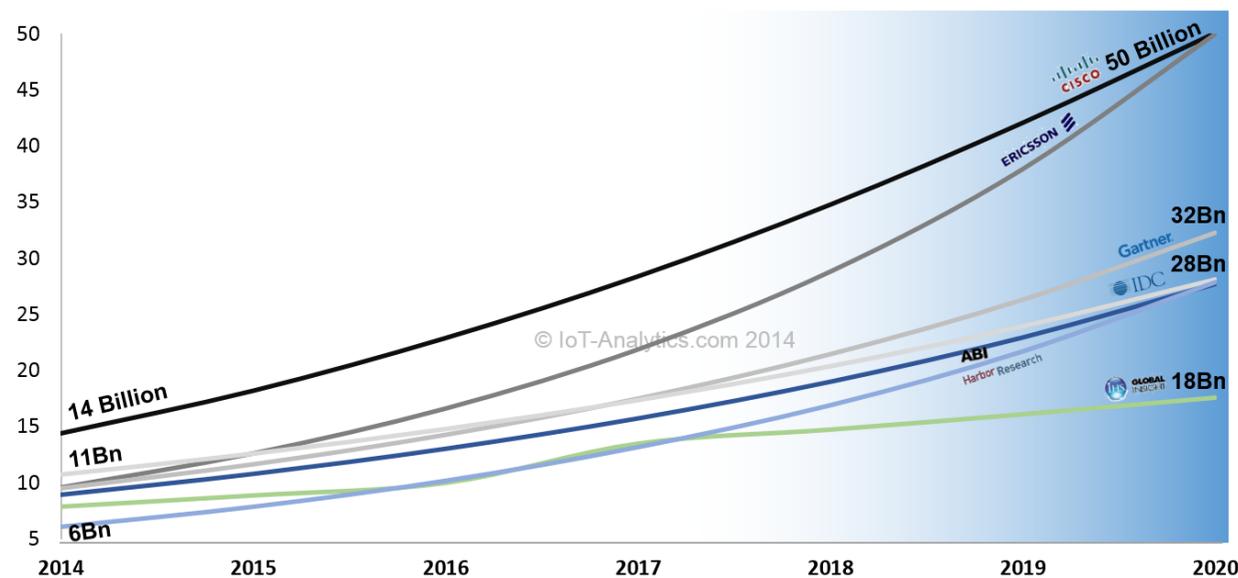
ECMshow 2015
INFORMATION LEADERS FORUM

ESTIMATIVA DE QUANT. DE DISPOSITIVOS CONECTADOS

IoT Analytics – Quantifying the connected world

Global IoT/IoE device forecasts

of worldwide connected devices² (in Billion)



Source	Date	CAGR ¹ 2014-'20
CISCO	2013	23%
ERICSSON	2010	-
Gartner	2013	23%
IDC	2014	17%
Harbor Research	2014	29%
ABIresearch technology market intelligence	2014	21%
IHS GLOBAL INSIGHT	2014	14%

Note: Some forecasts only for specific years, in that case all other years in between are extrapolated based on the corresponding growth rate; Ericsson does not specify today's number of connected devices – therefore: Average of all other studies assumed as starting point in 2014

1. CAGR = Compound annual growth rate 2. Connected devices includes all autonomous connected things (every forecaster has own definition) - does NOT include computers, mobile devices, tablets

Sources: Cisco, Ericsson, ABI Research, Gartner, IHS, IDC, Harbor Research, IoT-Analytics.com

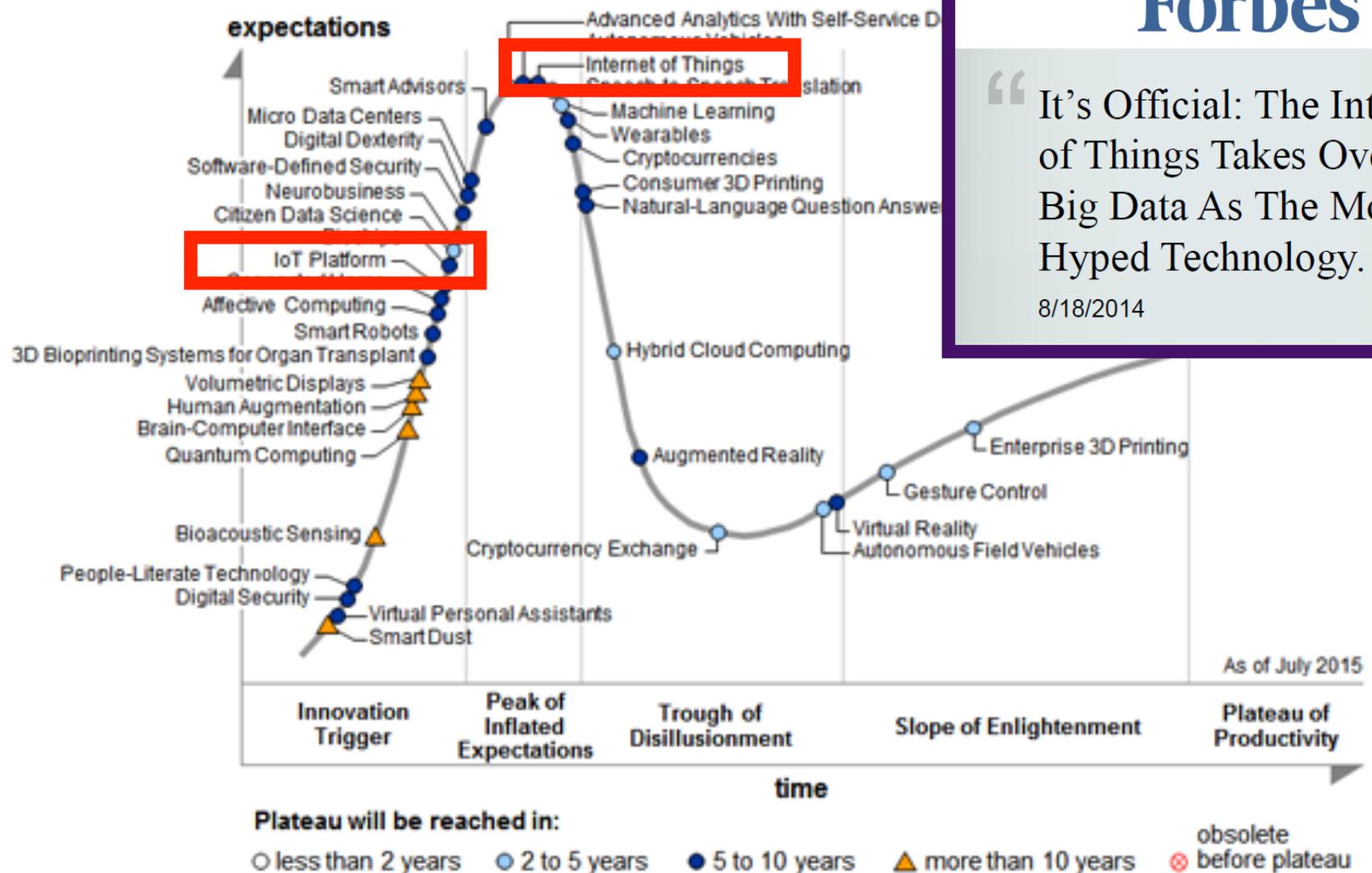
IoT – Um mercado de US\$19 trilhões



Forbes

“ It’s Official: The Internet of Things Takes Over Big Data As The Most Hyped Technology. ”

8/18/2014

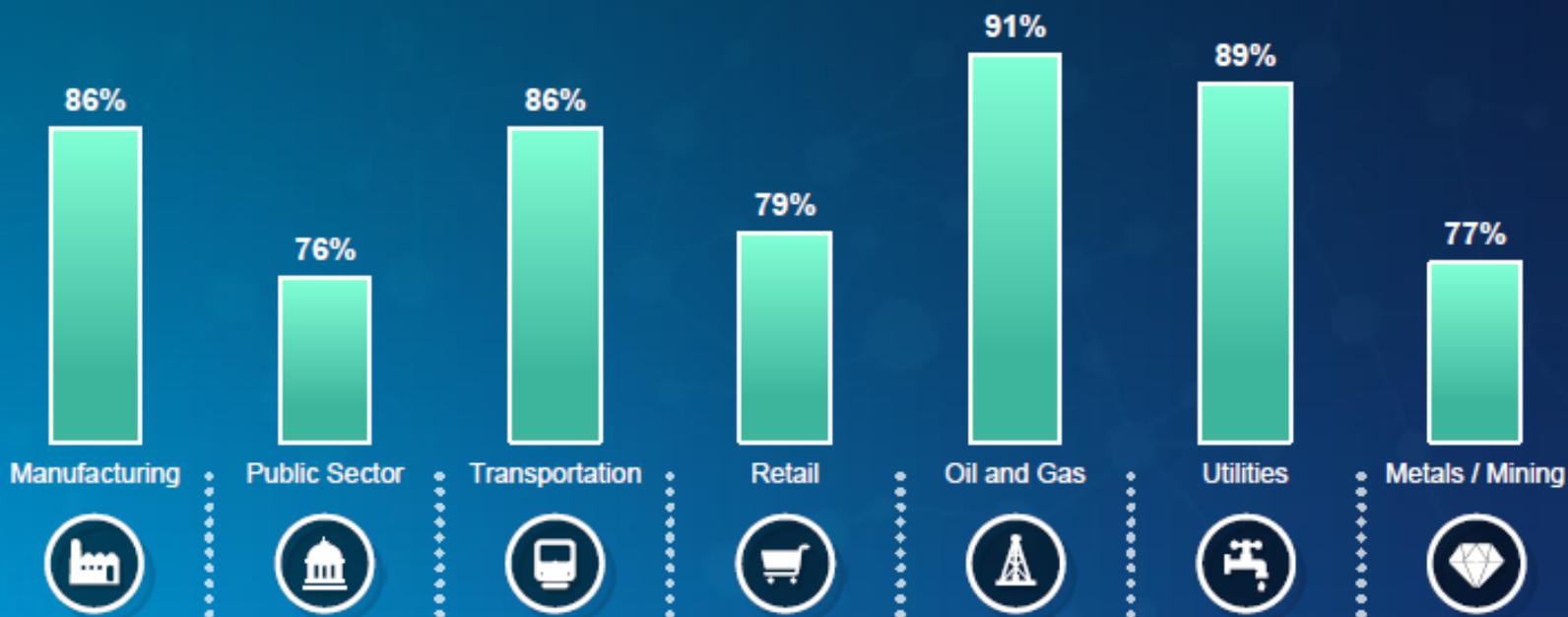


Hype Cycle for Emerging Technologies, 2015



IoT – Do pico da expectativa para a realidade

% of Respondents Increasing IoT Investments in the Next 3 Years

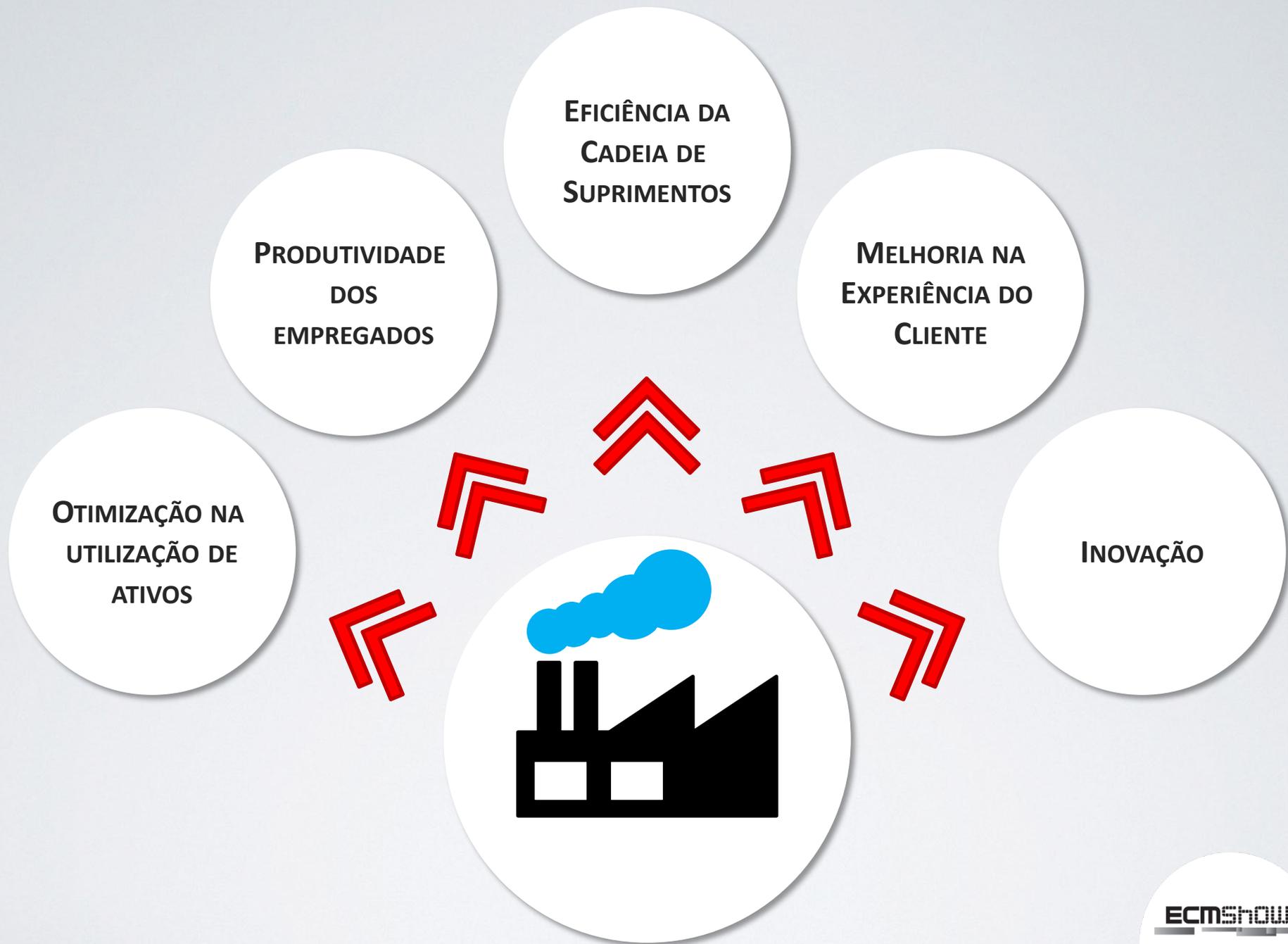


Source: Cisco IoT Survey 2014; % of survey respondents N=1230

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O que os executivos pensam sobre IoT

ECMSHOW
2015
INFORMATION
LEADERS
FORUM



IoT – Principais Benefícios



SEGURANÇA E PRIVACIDADE

CONECTIVIDADE/INTEROPERABILIDADE

MODELOS FINANCEIROS

IoT – Principais Desafios





Smart Lighting
Foto: Lucas Pinz



Smart Bus Stop
Foto: Lucas Pinz



Smart Agriculture
Foto: libelium



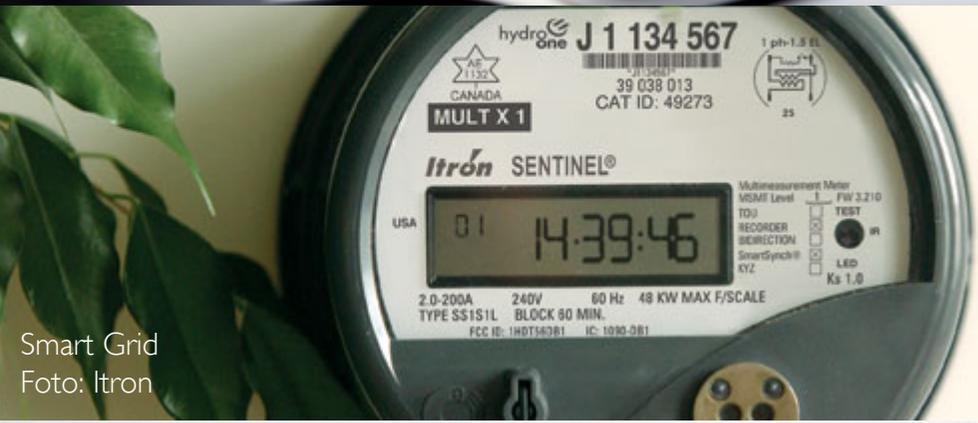
Smart Traffic Light
Foto: Volvo



Smart Waste
Foto: Lucas Pinz



Smart Agriculture
Foto: libelium



Smart Grid
Foto: Itron



Smart Insurance
Foto Microsoft



IoT – Vida Real - Exemplos

Obrigado

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