IoT - Digital Responsibility

Will the Internet of Things bring the concept of privacy to an end?
Agenda

- Transformation by the IoT
- Cost pressure versus Security
- Embedded or not?
- self-determined acting
- Conclusion
IoT
privacy
security
Change
Contribution Margin
ROI
Sales Cost
Net Profit
90 percent of devices collected at least one piece of personal information via the device, the cloud, or its mobile application.

70 percent of devices used unencrypted network service.

80 percent of devices along with their cloud and mobile application components failed to require passwords of a sufficient complexity and length.
THE SPEED OF AGILITY

CHANGE
ADAPT
ADJUST

SECURE?
Embedded or not?

The end of an era!

processors

established developer

Arduino

CubiBoard

BeagleBone

Raspberry Pi
...then the Borg pointed to the EULA about not 'reverse engineering' their code
Meet Everykey, the Master Key to your Phone, Laptop, Website Accounts, and more
Easy to install on any bed

Eight takes less than two minutes to setup. Its super thin design fits easily onto any mattress.

Place Eight under your bed sheets.
Plug the side connector to a power outlet.
Connect to Wi-Fi and pair it with the Eight app.
Track your eating habits with HAPIfork
HidrateSpark Smart Water Bottle

HidrateSpark, a connected water bottle that tracks your water intake and glows to make sure that you never forget to drink your water again.

PRE-ORDER NOW

Created by Hidrate, Inc.

8,015 backers pledged $627,644 to help bring this project to life.
“The activity not only drives footfall to the boutique, but enables Maille to improve the accuracy of consumer product preferences”

Creative Brief BITE Issue 11
Our Technology Transforms Ordinary Devices Into Connected Ones

We empower appliance, electronic and electric device manufacturers to quickly and cost-effectively transform their current products into Bluetooth and Internet connected ones.

LEARN MORE
Responsibility
Thanks for your attention!

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