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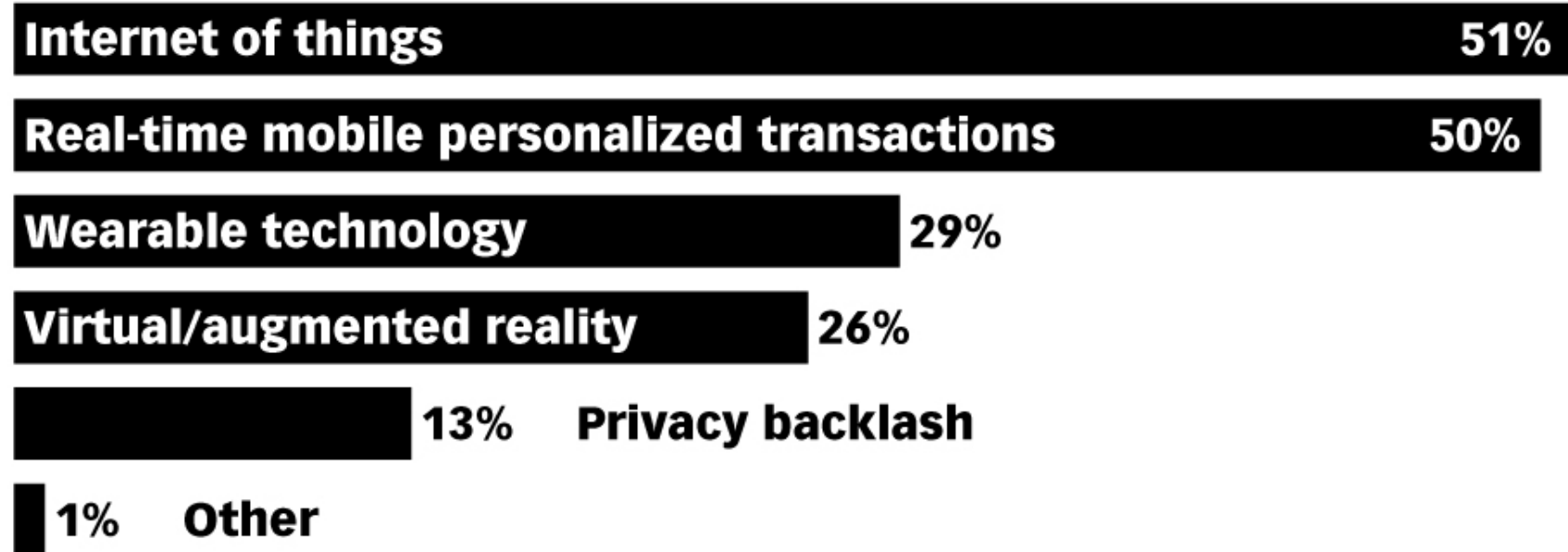


What Is The Internet of Things?

“...network of physical objects or ‘things’ embedded with electronics, software, sensors and connectivity to enable it to achieve greater value and service by exchanging data with the manufacturer, operator and/or other connected devices...”

Trends that CMOs and Senior Marketing Executives Worldwide Believe Will Have the Biggest Impact on Marketers by 2020

% of respondents



Source: Economist Intelligence Unit (EIU), "The Rise of the Marketer: Driving Engagement, Experience and Revenue" sponsored by Marketo, Jan 28, 2015

What Is The Internet of Things?

- Creation of smart, connected products & services
- Exponentially expands functionality, capability and information flow
- Disrupts value chains, forcing companies to re-think *everything* they do
- Raises a new set of strategic choices about how value is created & how to secure competitive advantage
- Challenges companies to ask, “What business am I in? What is the new playbook?”

Black Mirror Video

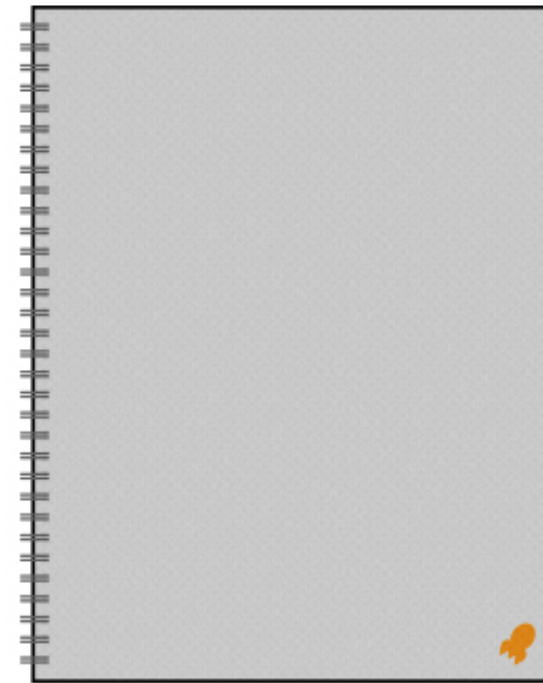
Raises the question: who is in control?

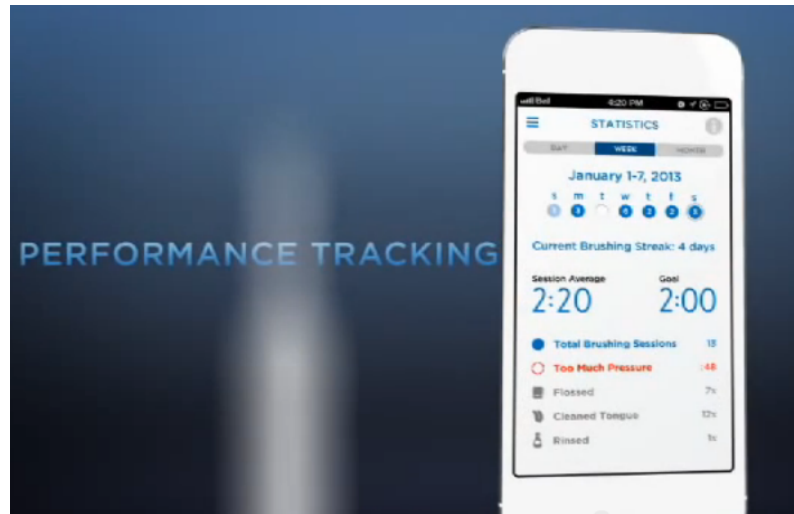
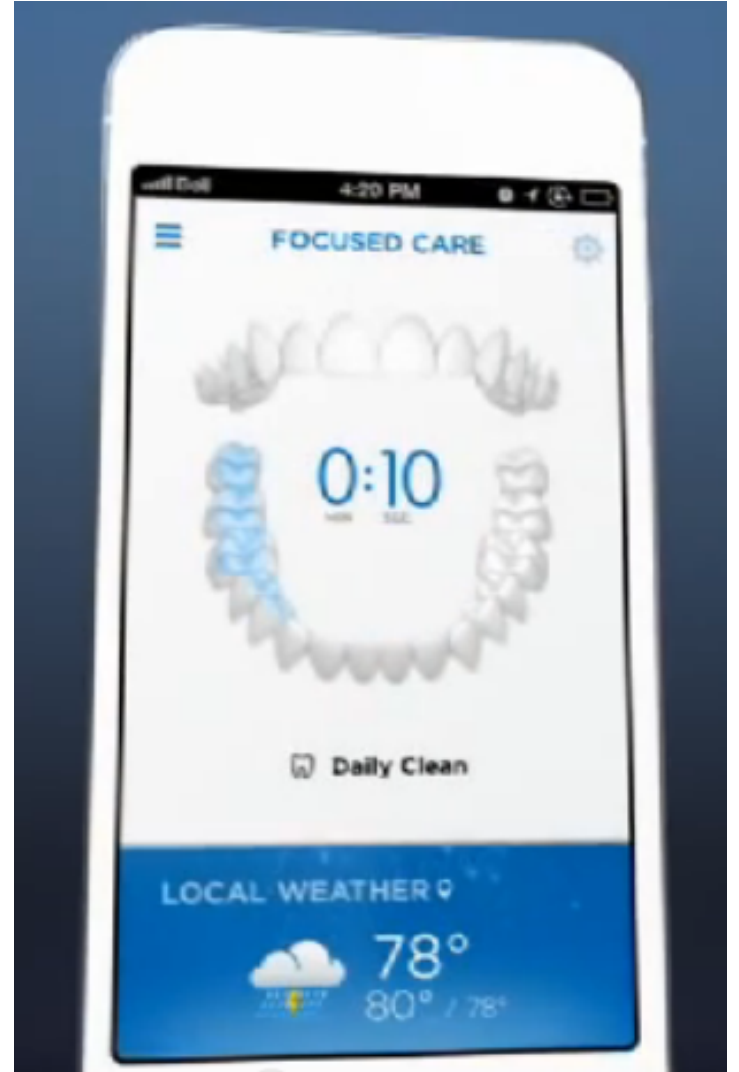
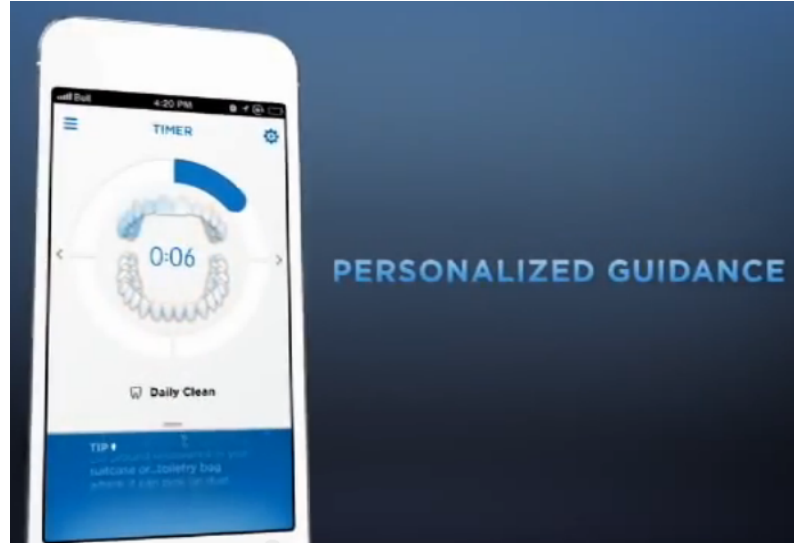
Connectivity

- Operates on multiple levels:
 - One-to-One
 - One-to-Many
 - Many-to-Many
- Serves multiple purposes:
 - Allows fluid information exchange
 - Enables product functions in the cloud
 - Changes industry boundaries

Technology's Role

- Technology defines our culture today & often times defines who we are
- Technology brands—like Apple—appeal to our desire to define ourselves by the technology company we keep
- Culture is driven by ***Techno-Envy***—used to be the purview of the fashion world, now technology has become the “it” item
- Fashion has found itself scrambling to catch-up by adding technology to its products
- Challenge we face today: How can we use cold, hard technology to get our customers to fall in love with us?





The suitcase features several smart features:

- Digitally controlled lock
- Built-in scale (LBS)
- Location Tracking
- Proximity notifications
- Trip Data Tracking
- Easily expose to security
- Battery Charger
- Protect your devices

The smartphone screen shows the bluesmart app with a map titled "SUITCASE LOCATION" and a blue location pin.

The suitcase, reimagined for the connected generation.

Securing Networked Medical IoT Devices and Critical Data



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Securing Networked Medical IoT Devices and Critical Data



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Thursday, March 26, 2015
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Innovation is accelerating in the medical industry as the next generation of implantable and wearable devices begin to converge with the rapidly growing Internet of Things (IoT). Complexity and a lack of comprehensive standards for networked medical devices have created very specific kinds of vulnerabilities that threaten to derail progress. New approaches to network security must be developed and deployed to protect patients and safeguard healthcare information. The Atlantic Council's Cyber Statecraft Initiative recently convened a roundtable of specialists from government, academia, think tanks, and the security and medical industries to develop some guideposts.

Featured Speakers



Jason Healey

Director of the Cyber Statecraft Initiative
The Atlantic Council

Jason Healey has been a recognized expert in the field of cybersecurity since the 1990s. He was both cyberpolicy director at the White House and a review board member of the DEF CON global hacker conference. During his time at the White House, he advised the President and coordinated efforts to secure US cyberspace and critical infrastructures. Prior to that, Healey was executive director at Goldman Sachs, vice chairman of the FS-ISAC (the information sharing and