



Snjallhlutavæðing heimila

IoT for the home

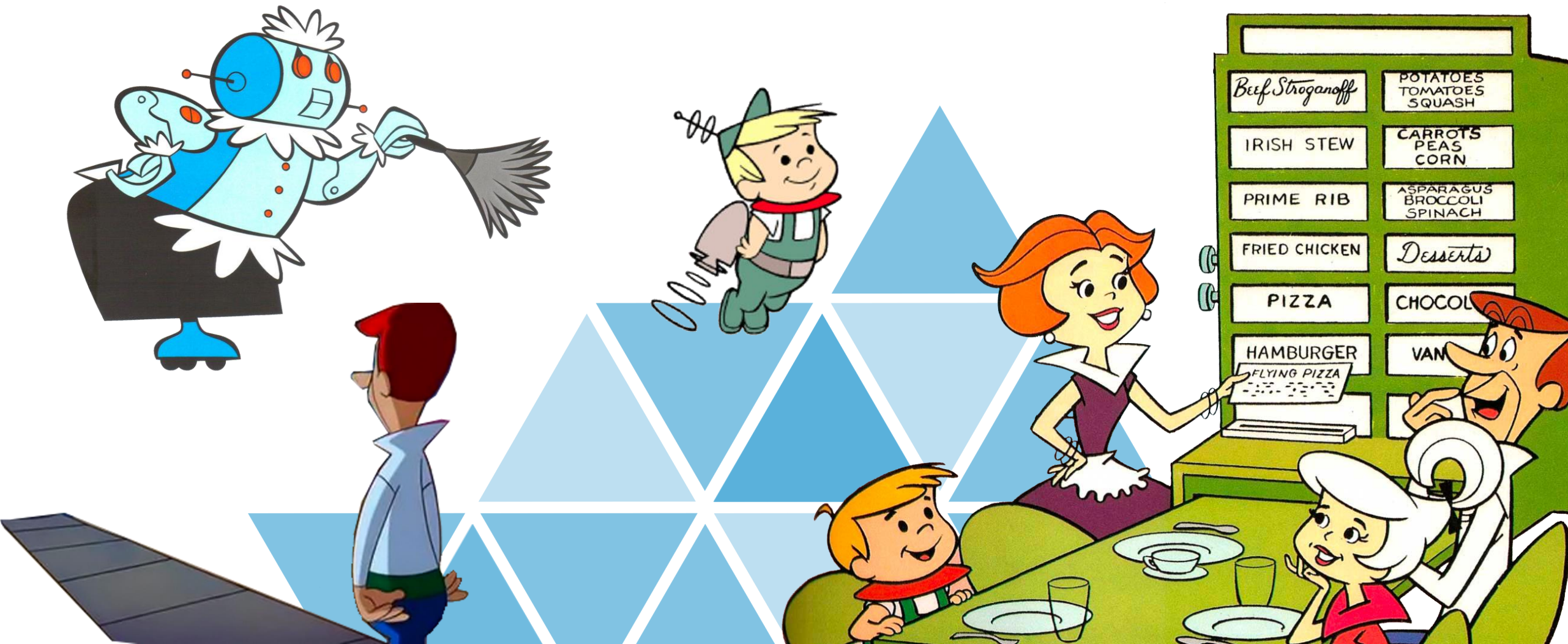
Trausti Þór Friðriksson, vörustjóri Internets – Síminn

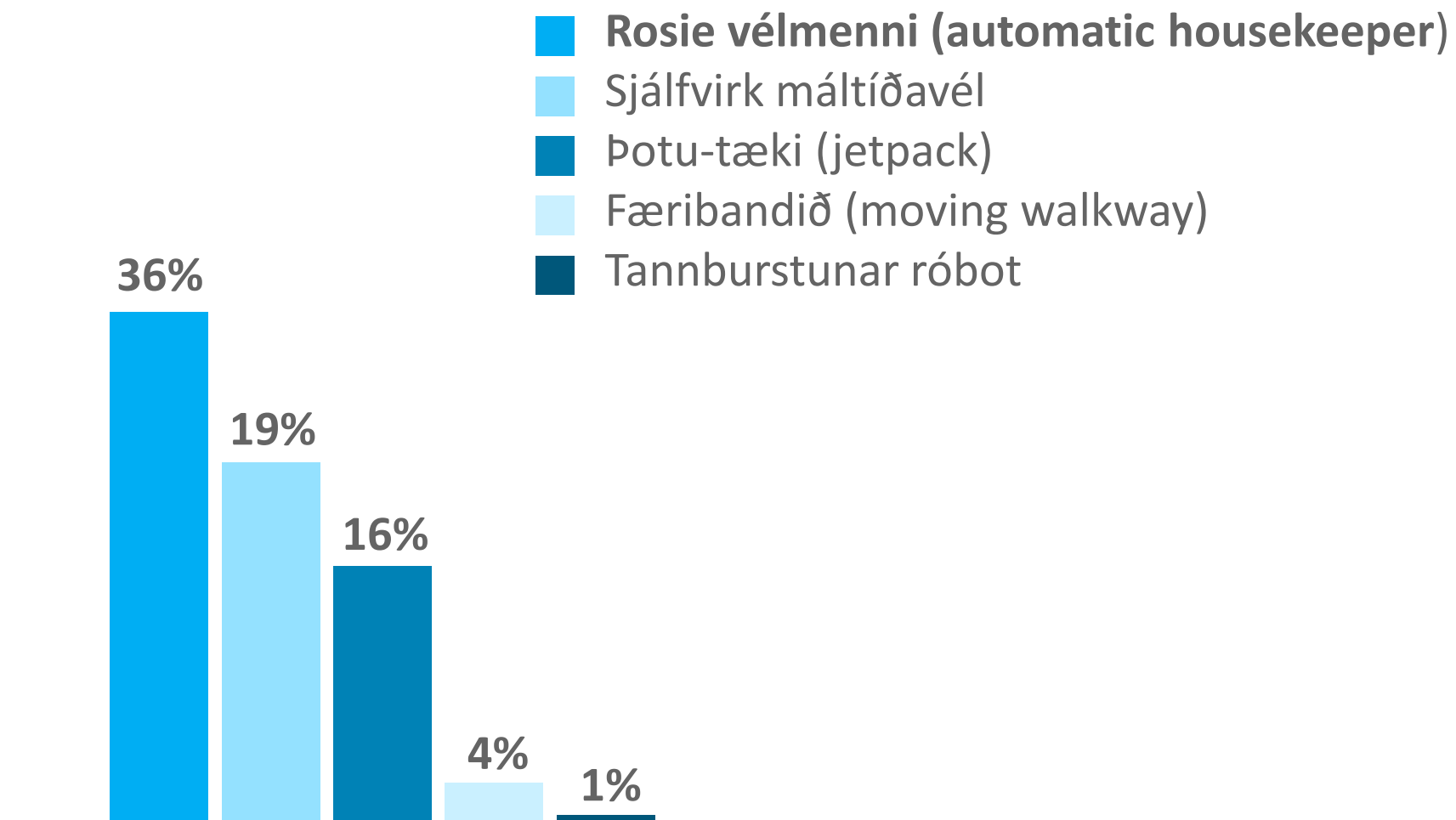
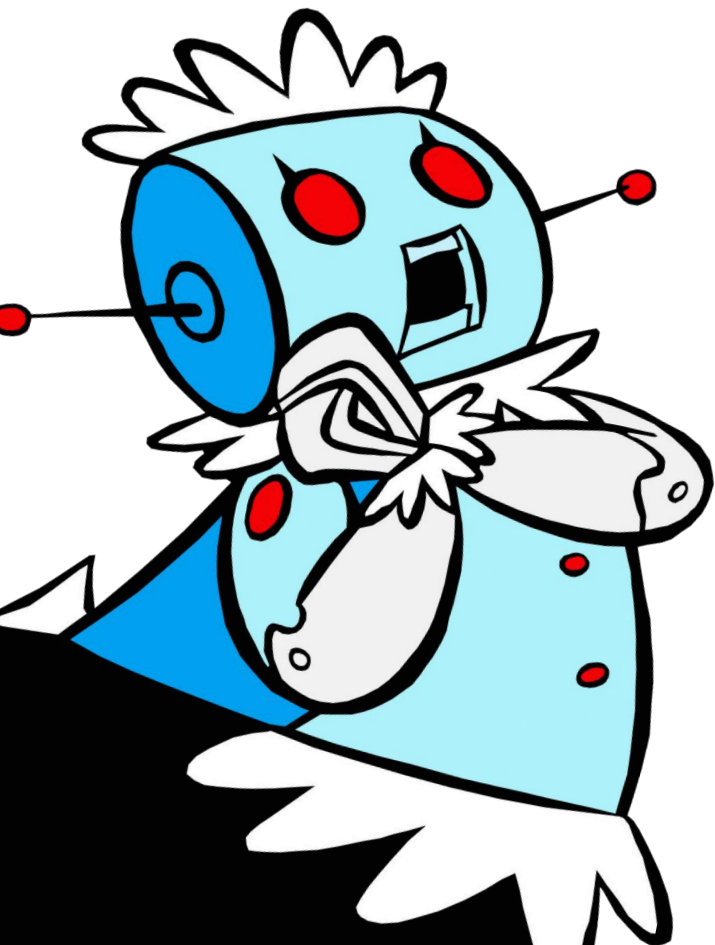


Trostea / #Utmessan #Snjallheimili #SiminnIsland



Hvaða framtíðartækni af heimili The Jetsons myndir þú helst vilja í dag?





Source: Lowe's (US adults, n=2,088)

Tæknivæðing - fjöldi snjallhluta

2014



BI Intelligence
ABI Research

2020



Cisco
Oracle
ABI Research

2017	2022
4 smart phones	4 smart phones
2 laptops	2 laptops
2 tablets	2 tablets
1 connected television	3 connected televisions
2 connected set-top boxes	3 connected set top boxes
1 network attached storage	2 e-Readers
2 e-Readers	1 printer/scanner
1 printer/scanner	1 smart metre
1 game console	3 connected stereo systems
1 smart meter	1 digital camera
2 connected stereo systems	1 energy consumption display
1 energy consumption display	2 connected cars
1 Internet connected car	7 smart light bulbs
1 pair of connected sport shoes	3 connected sport devices
1 pay as you drive device	5 Internet connected power sockets
	1 weight scale
	1 eHealth device
	2 pay as you drive devices
	1 intelligent thermostat
	1 network attached storage
	4 home automation sensors

Spá Efnahags- og framfarastofnunarinnar (OECD)

- 4 manna heimili
 - 2012: 10 tengd tæki
 - 2022: 50 tengd tæki

Source: OECD (2013), "Building Blocks for Smart Networks", *OECD Digital Economy Papers*, No. 215, OECD Publishing, Paris.

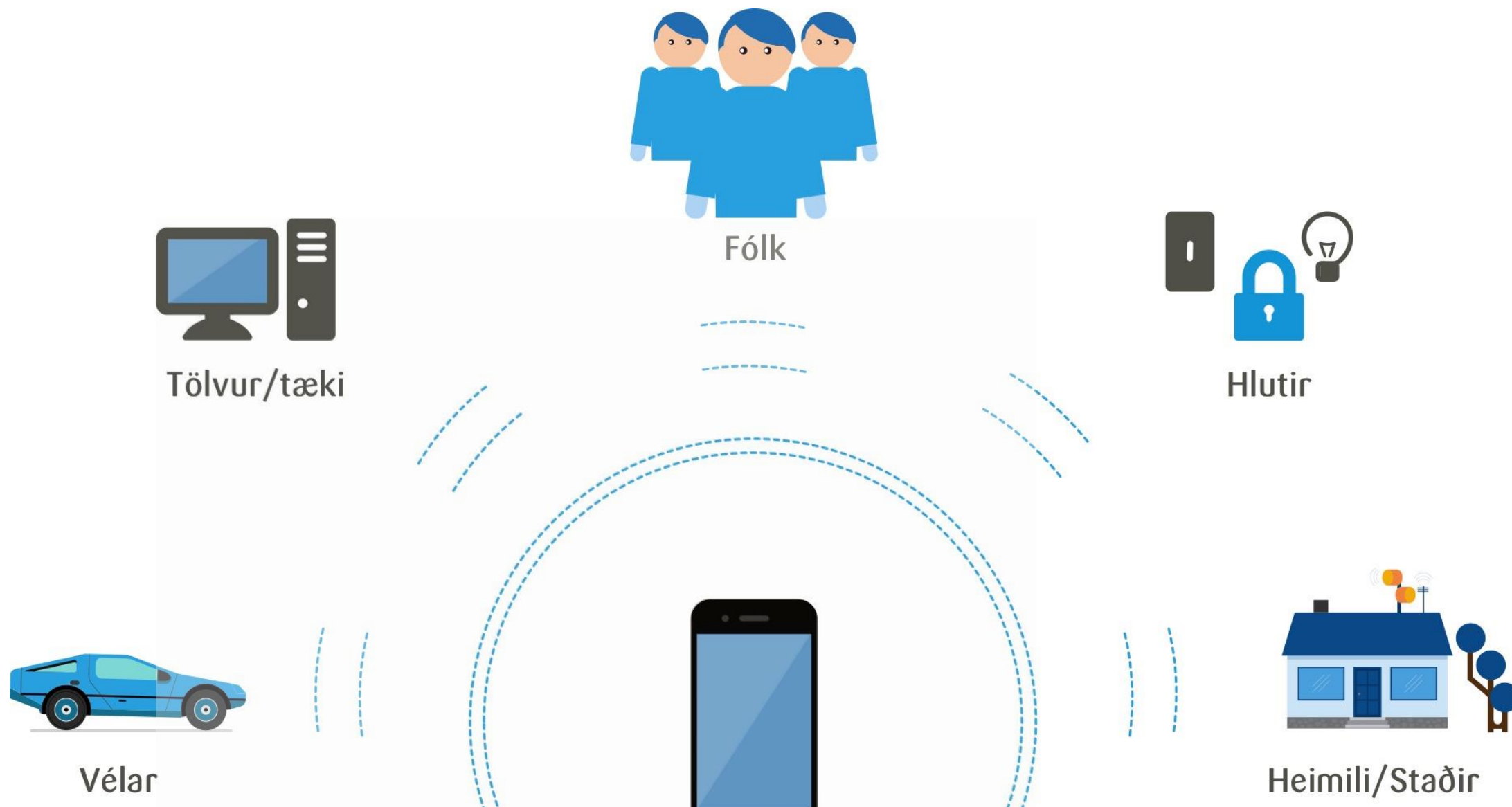
2014



2020



Hvert erum við að stefna?



Hvert erum við að stefna?

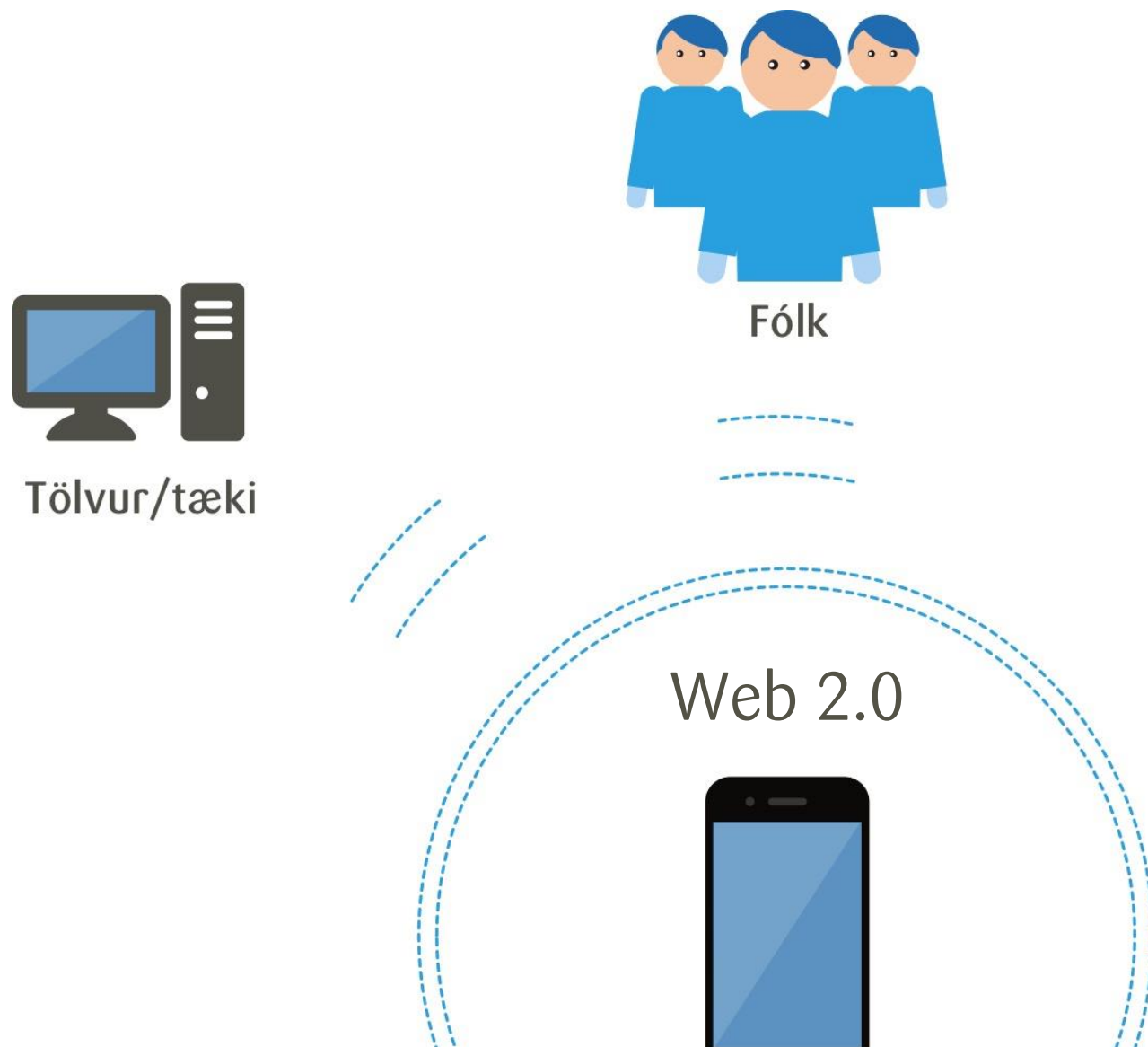


Tölvur/tæki

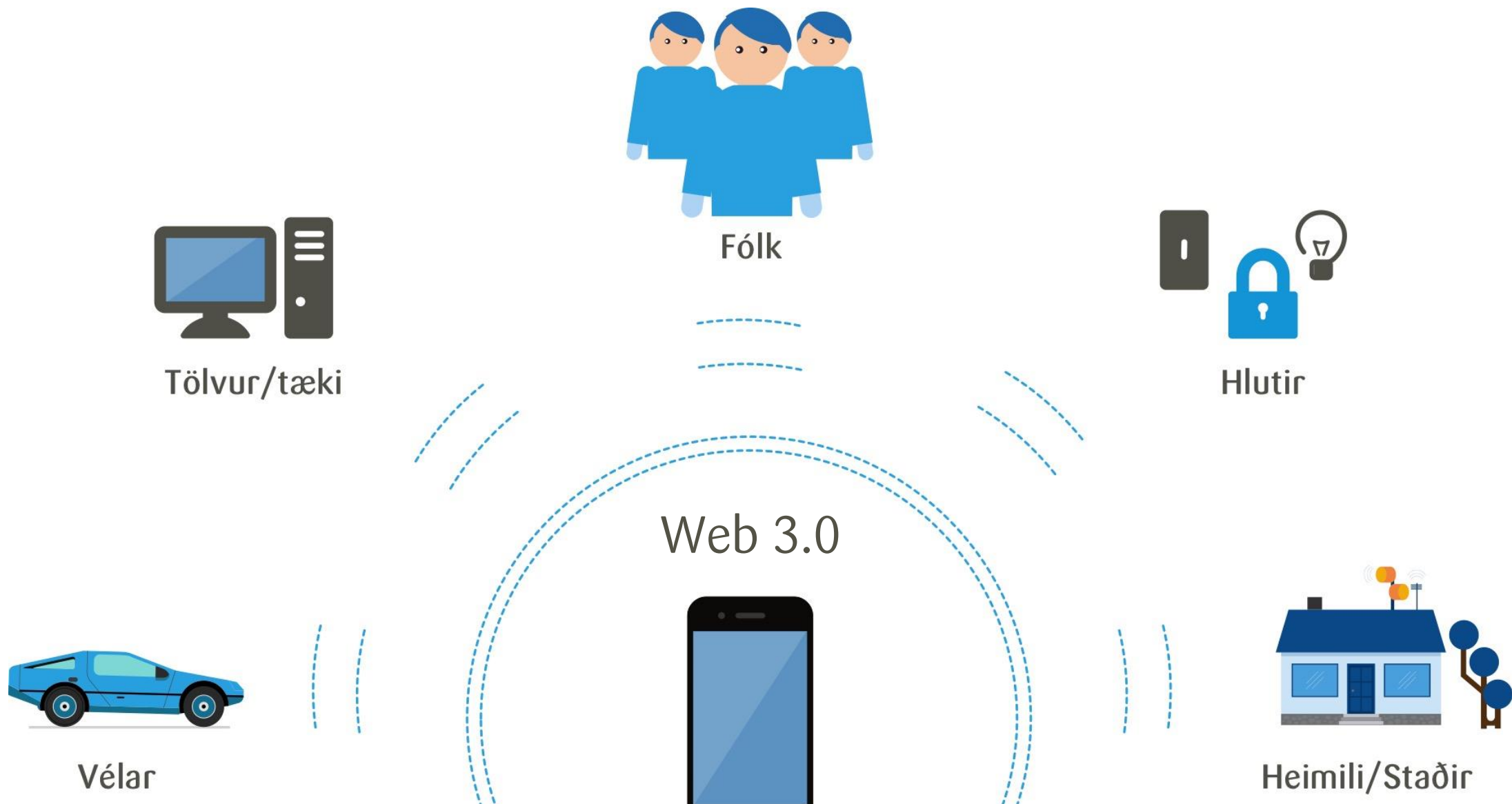
Web 1.0



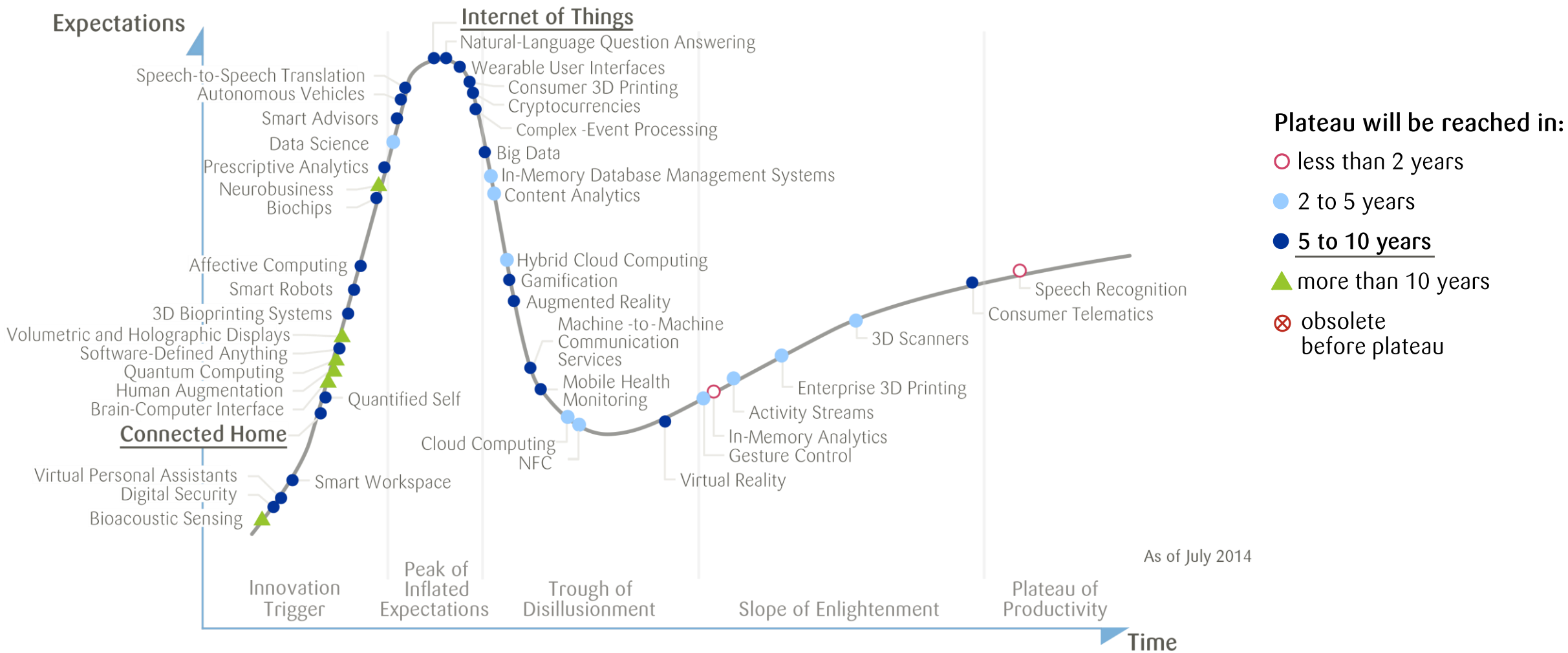
Hvert erum við að stefna?



Hvert erum við að stefna?



Ofmatskúrfa tækniþróunnar



Applications (Verticals)

Personal Devices

Wearable Computing
 pebble, cookoo, re:con, ALUMATE, i'm watch, XDEYE, GLIZSS, R, BUNGLY, H, striiv, APX, MOTA, Optimune, M, wearable intelligence, KUZIX

Fitness
 GARMIN, Nike, Ben'Sonia, amigo, FIT, LAWRENCE, MALEK, BASIS, fitbit, tomriddle, LifeBEAM, wahoo

Health
 LUMO, nanowear, vesity, kinsd, HAPIfor, soundhealth, SPIRE, Withings, QUANTUS, Lively, Thimble, melo, AliveCor, Health, remee, helio, corventis

Family
 FILIP, Sproutling, cvuline, AmberAlert, greatcall, monobaby, DWLEI, Secure, BELLABEA, mimo, Glow, pocketfinder

Lifestyle

Sports
 50, InfoMotion

Cooking
 Smart Diet Scale, blossom, THE ORANGE

Pets
 Whistle, tagg, Petcube, trackr

Toys
 KAROZ, atoms

Music/Art/Video
 ROLL, CACE

Garden
 plant link

Connected Home

Automation
 Quirky, Radiator Labs, flair, astro, netatmo, LEVITON, SmartThings, Ubi, nest, LIFX, gecko, WeMo, CRESTRON, smarthome, LUTRON, hue, ecobee, Advanced Luminaics, vivint, SAVANT, vera

INSTEON, tado, CHAMBERLAIN, PRODER, Lumen, LIGHT SENTRY, somfy

Monitoring
 lapka, sense, birdi, BlueMaestro, SUPERMECHANICAL, leeo, knut, CUBESENSORS, ambient

Security
 HomeMonitor, canary, ring, dropcam, butterflye, Lockitron, piper, August, SCHLAGE, HAVEN, Kwikset, globosense, GENIE, UNIKEY, OP LINK, ALARM.COM, GOji, scout, iSmartAlarm, KeyMe, SimpliSafe

Tracker
 Chipolo, linquet, stick FIND, locca!, TrackR

Hub
 Homey, revolv, NINJABLOCKS, Control4, Lowe's, zonoff, STAPLES, NEXIA, muzzley, wink

Industrial Internet

Robotics
 euclid, TETSAI, PasaKI, iRobot, LIQUID ROBOTICS, Jibo

Drones/Aerospace
 ACS, bell, Parrot, skybotix

Green-tech
 BigBelly, enlightened, smart, geneva, compology, AMPY

3D Scany/Print
 MakerBot, Stratasys, Formlabs, RepRap

Smart Grid
 GRID NET, Itron, Trilliant

Asset Tracking
 VILCO, MESH, Impinj, CUBI

Platforms & Enablement (H)

Connectivity/Dev Platforms
 spark, kynetx, pinoccio, ioBridge, electric imp, Ayla Networks, EUROTECH, resin.io, Symplo, TESSEL, bluecity

Software/Data Platforms
 EXOS, SeeC, Yale, wo, peo, bug, ETH

Web/Cloud
 webinos, AllJoyn, OPEN INTERCONNECT, openHAB, KPA, nimbits.com, ThingSpeak, GRID2HOME

M2M
 VimpelCom, airtel, Telit

Funding
 KICKSTARTER, indiegogo, MedStart

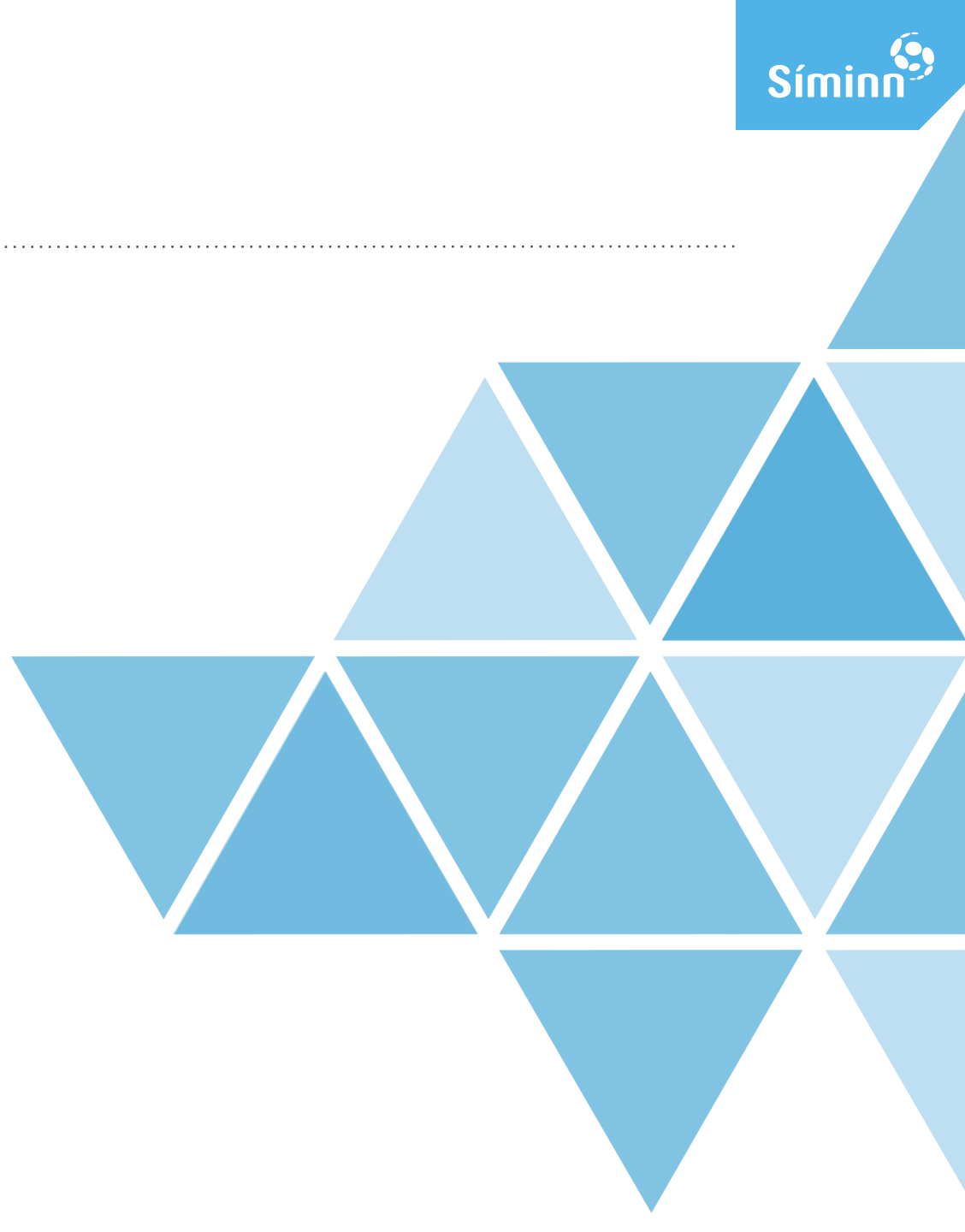
Distribution
 angelcam

Virkjarar (enablers)

- Internettengd heimili
 - Orkusparandi græjur
 - Batterí geta dugað í mörg ár
 - Ódýrir skynjarar
 - Ódýrir örgjörvar
 - Tölvuský /reiknigeta /gagnaver
- Snjalltæki
 - Ódýrir skjáir
 - Þráðlaus tækni
 - Samfélagsmiðlar
 - Aðgengi að upplýsingum
 - Veðurupplýsingar
 - **Bíðum enn eftir**
 - Batteríum
 - Stjórnkerfi
 - Sjálfvirk rauntímavinnsla gagna (rekstrargreind)
 - Gervigreind

Hvað þarf til?

- Lækkun orkureikninga
 - Sjálfvirkni / Sjálfstýring (Home automation)
 - Eftirlit (monitoring)
 - Öryggi
 - Heilsa
-
- **Drifkrafturinn mun hafa ákveðna eiginleika**



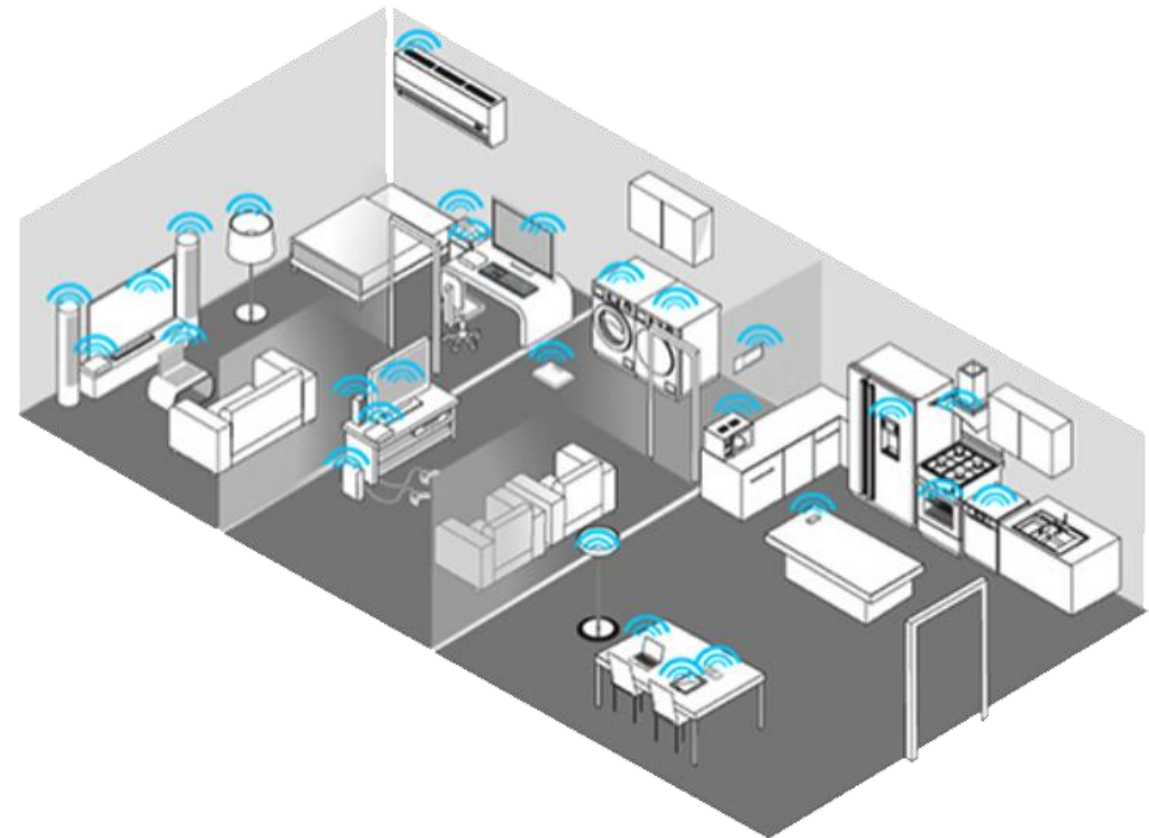
Tökum sem dæmi hitastilli (Thermostat)

- Gagnlegur
- Handhægur
- Viðráðanlegu verði
- Einfaldur í notkun
- Gagnvirkur
- Skalanlegt



Fjárfesting

- Það kostar að endurnýja dýr tæki
- Ekki allt stofnkostnaður fyrir heimili
- Truflandi áhrif á viðskiptalíkön
 - Tryggingarfyrirtæki
 - Markaðsfyrirtæki
 - Símafyrirtæki
 - Orkufyrirtæki
 - Öryggisfyrirtæki
 - Framleiðendur
 - Verslun og þjónusta
 - Stjórnvöld
 - Og fleiri



 AllJoyn™



LG
SONY
technicolor
Microsoft
QUALCOMM
Panasonic
ALLSEEN ALLIANCE

THREAD GROUP



ARM
SAMSUNG
SILICON LABS
Google
freescale
nest

 OPEN INTERCONNECT CONSORTIUM™



HomeKit

WIND RIVER



intel
SAMSUNG
GE
hp



Apple
BROADCOM

Vistkerfi

Everything

Images

Videos

News

Shopping

More

Larkspur, CA

Change location

All results

Sites with images

Related searches

More search tools

Fitbit Profile

www.fitbit.com/user/22DP9H/activities - Cached

Calories. Automatically calculate calories burned. **Sexual Activity**. General, moderate effort. started at 1:00 am. N/A 45 minutes 70 ...

Fitbit Profile

www.fitbit.com/user/222ZN6 - Cached

May 31, 2011 – **Sexual Activity**. General, moderate effort. started at 10:45 pm. N/A 20 minutes 36. Total N/A 20 minutes 36 ...

Overall - Fitbit Profile

www.fitbit.com/user/22CJ9F - Cached

Aug 23, 2010 – **Sexual Activity**. General, moderate effort. started at 11:00 am. N/A 1 hour 72. Total N/A 1 hour 72. Activity Records Mon Aug 23 20:22:00 UTC ...

Overall - Fitbit Profile

www.fitbit.com/user/227QSS

Feb 13, 2010 – **Sexual Activity**. Passive, light effort, kissing, hugging. N/A 10 minutes 9 ...
Sexual Activity. Active, vigorous effort. N/A 15 minutes 21 ...

Overall - Fitbit Profile

www.fitbit.com/user/22B6GD - Cached

Calories. Automatically calculate calories burned. **Sexual Activity**. General, moderate effort. started at 12:00 am. N/A 30 minutes 37 ...

Overall - Fitbit Profile

www.fitbit.com/user/228Q4L - Cached

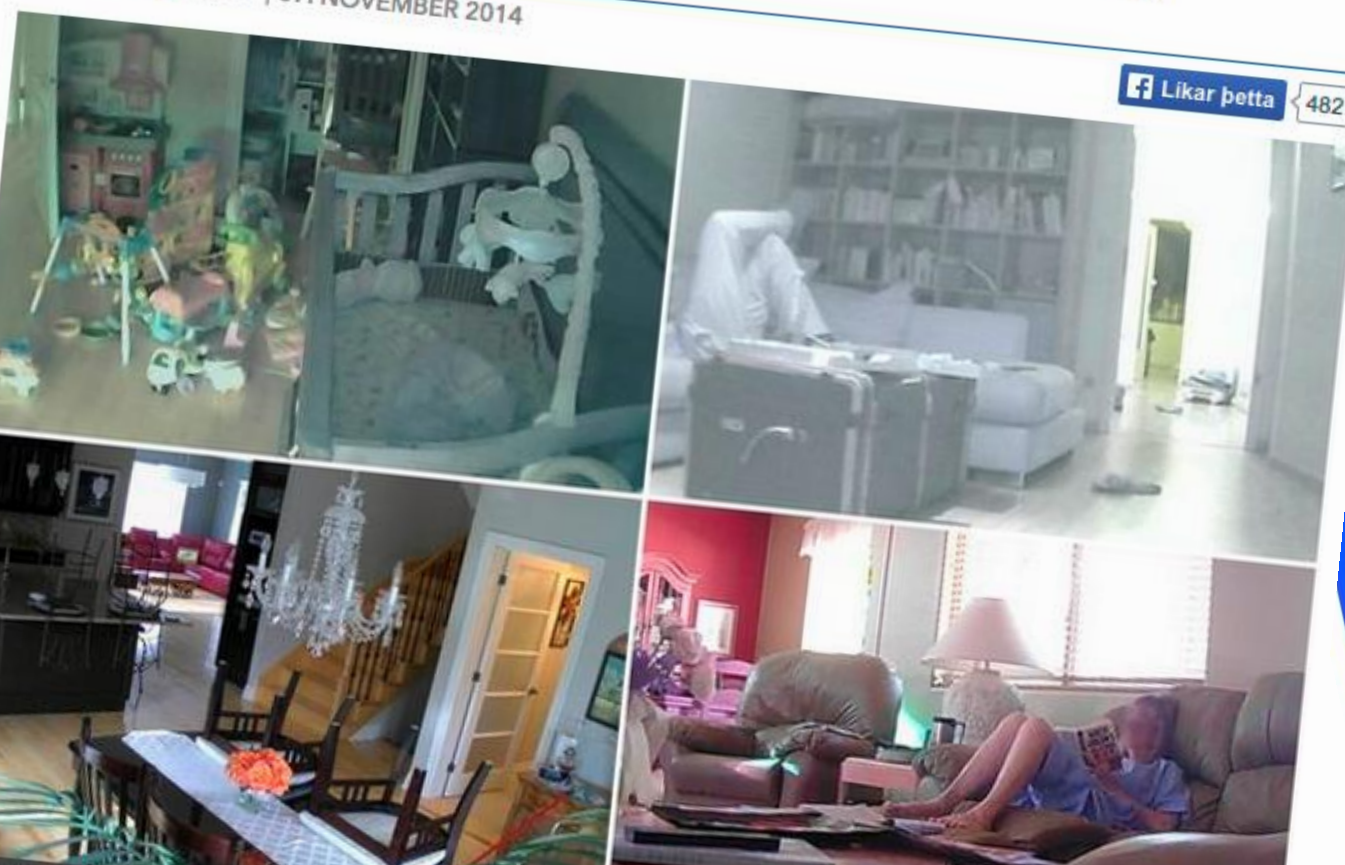
May 12, 2010 – **Sexual Activity**. Active, vigorous effort. started at 10:30 pm. N/A 30 minutes 50. Total N/A 30 minutes 50 ...



Öryggi skiptir máli

Stelast inn á íslenskar vefmyndavélar: Streyma myndum um allan heim

INNLENT | 11:46 | 07. NÓVEMBER 2014



Likar þetta 482

Smart meters arrive in Iceland nál að brjótast inn á myndavélar

10:34 | 30. APRÍL 2014



Likar þetta 54

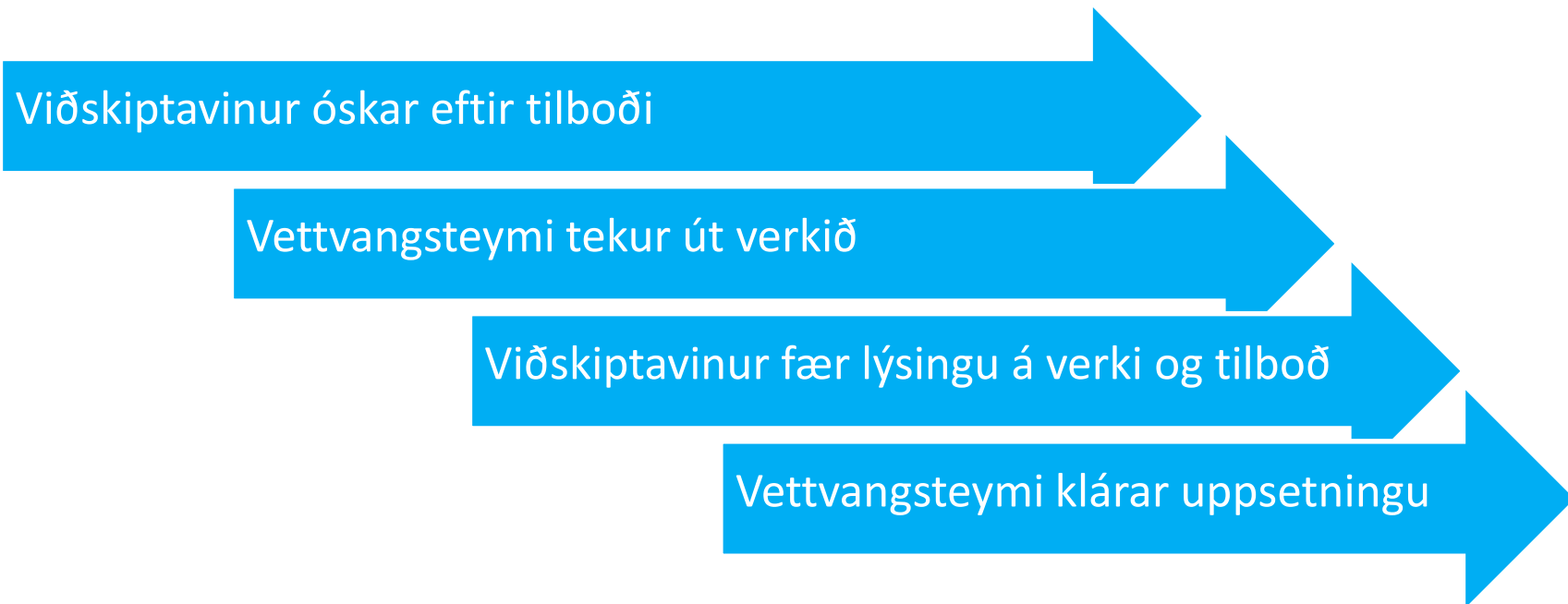
Fríðrik segir ekki þekkja sögu þessa fólk nákvæmlega en þarna er um að ræða ágætis vefmyndavél. Eins vélar séu meira að segja seldar hér á landi. Vefmyndavélin sé beintengd inn á netið og hægt sé að streyma efni af vélinni inn á til dæmis smialdtölvur.

cameras

Öruggt tækjanet
Símans

Síminn til þín

- Flókin heimanet
- Hjálpum fólki að nýta betur eigin búnað



Að lokum

- **Nær framtíð**
 - Hype-vörur fá áfram mikið fjármagn
 - Línurnar farnar að skýrast
 - Enn bara straumbreytarnir (early adaptors) að kaupa snjallheimili
 - Fyrstu snjalltækjabúðirnar



Að lokum

- **Eftir 10-15 ár**
 - Dregið úr persónuvernd
 - Einfaldara vöruframboð
 - Mun meiri greind
 - Tvö vistkerfi líklegust



TAKK FYRIR

