

CONNECTING THE INTERNET OF THINGS

Mike Lu

Technical Marketing Manager, Greater China



CONNECTING

Internet of
things

Our role

The
opportunity











Devices



Apps



Cloud



\$14.4 trillion

over the next decade



10 billion devices today

Mobile

Home

PC

Auto

Org

Retail

Ads

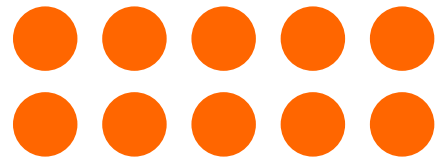
Health

Sports

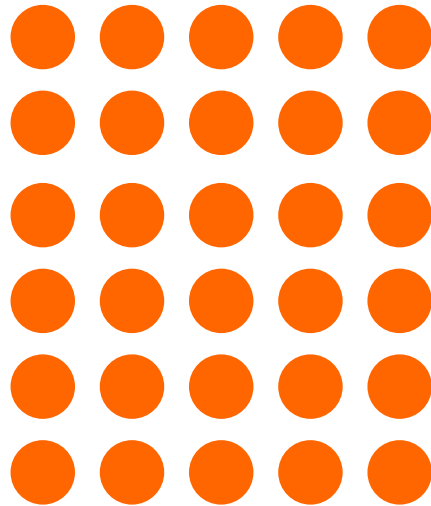
More...



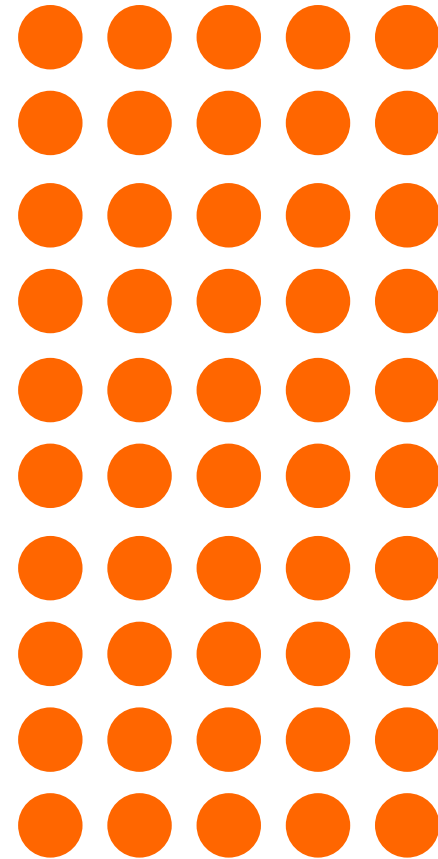
Devices over the next decade



10B
today



30B
2020



50B
2023



What if . . .
you could communicate
without wires?







Wireless boom: 1998 – 2008

7

companies



10,000

companies

1 billion

devices shipped worldwide







Major devices became hubs



What if ■ ■ ■
you could make any *thing*
communicate?





One day



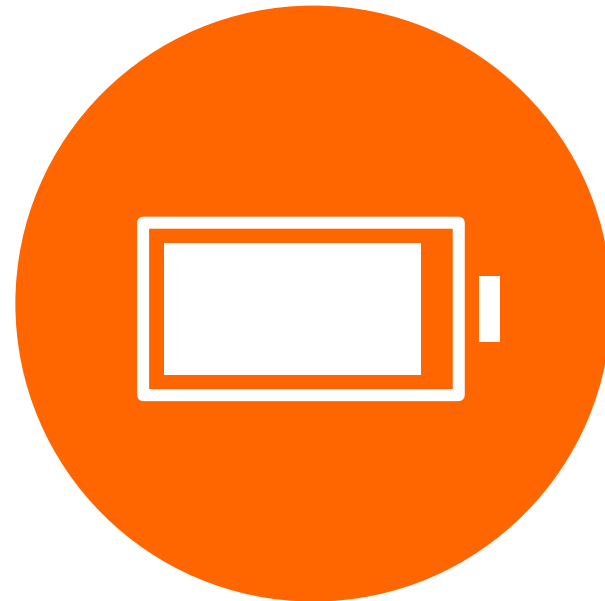
One year



Bluetooth Smart



Applications



Power efficiency

Every major mobile OS



Google



 BlackBerry™



World's largest brands

lenovo



84%

wireless related
campaigns use
Bluetooth

**KICK
STARTER
.COM**

INDIE GOGO



Today: Bluetooth Smart

2.5 B

devices*



3.0 B

in 2014*

20,000

companies worldwide

*Source: ABI Research



7 Sections in Wearable Technology market (ABI)

Wearable
Cameras

Smart
Clothing

Smart
Glasses

Healthcare

Sports and
activity trackers

Wearable 3D
motion trackers

Smartphone
compatible Watches



4.1





Improving
usability

Empowering
innovation

Internet
connectivity





Ubiquitous

Flexible

Essential



WE CONNECT YOU

Technology

Products

Markets





San Jose
April 8-9



Shanghai
August 19-20



Amsterdam
September 16-17

www.bluetoothworldevent.com





Bluetooth[®]

SPECIAL INTEREST GROUP