

AIOTI

ALLIANCE FOR INTERNET OF THINGS INNOVATION

June 2018 – Opening IoT Week Bilbao

Widening views, an integrative approach

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IoT, AIOTI, IoT Forum and the IoT Week Bilbao

is it all about IoT technology?

Last year we announced collaboration IoTForum (IoT Week) and AIOTI. Why?

- ❖ IoT success depends on collaboration – already too many silo's and duplications
- ❖ IoT innovation requires a much more integrative approach, linking expert domains
- ❖ IoT success increasingly dependent on non-technical elements (E2E, x-functional)
- ❖ AIOTI to walk its talk by linking and leveraging best practices, adding missing elements
- ❖ IoT Week participation by many AIOTI members, contributing to the IoT ecosystem
- ❖ ... in places where the action is (Bilbao)



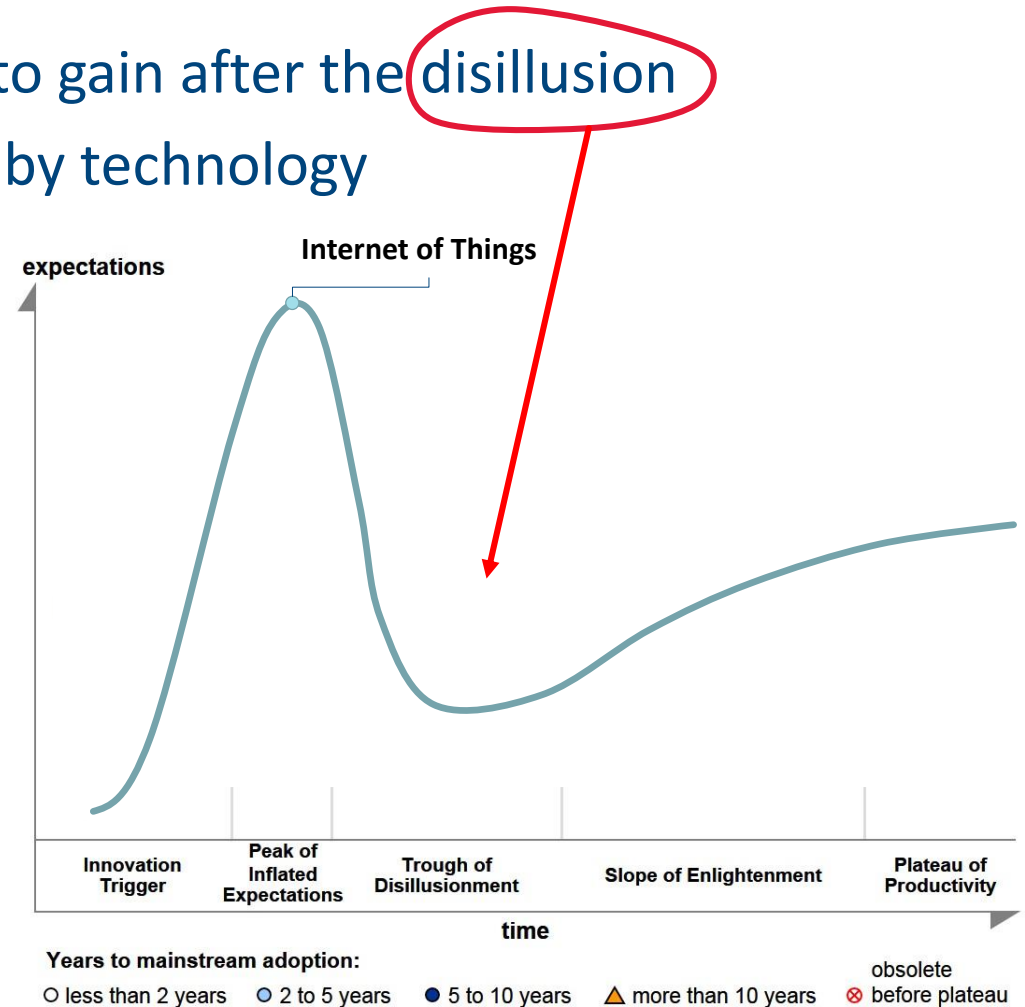
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So here we are...

- ❖ EU IoT has something to lose... and something to gain after the **disillusion**
- ❖ Crash, fall or slide and uptake NOT determined by technology
 - Non-functional aspects ('-ities')
 - Trust and acceptance by end users
 - Business models
 - Economy of scale (EU platforms)
 - Human centric IoT by design
- ❖ Technology can do it, but can we apply it to solve the critical bottlenecks?
- ❖ A more rigorous approach to Open Innovation: ecosystems without secret agendas

'undress at the doorstep'

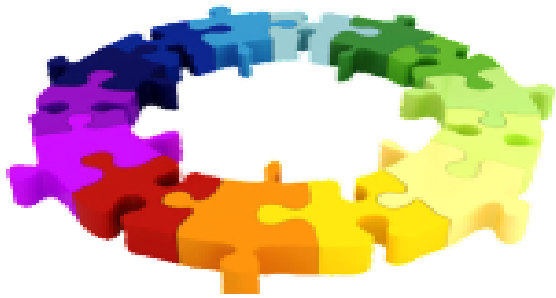


Source: Gartner July 2017



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Our logo and brand should reflect our ambitions...



AIOTI

**Alliance for
Internet of Things
Innovation**

AI  TI



The AIOTI Circle is the core expression of our brand, our ideals and our identity

The Circle represents connecting people and objects, matchmaking, networking and finding common interests across the IoT ecosystem

The Circle is open...

So here we are...

- Strong involvement of AIOTI members in numerous sessions
- 2 dedicated sessions on integrative topics
 - Trust
 - IoT Ecosystems
- Strong opportunities for Europe in the uptake of IoT
 - Linking SME, Start-up's, large companies with society, academia and government
 - Creating collaborative platforms and ecosystems
- Looking forward to a successful and engaging IoT Week



Alliance for Internet of Things Innovation

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