

The  
Internet  
of Things

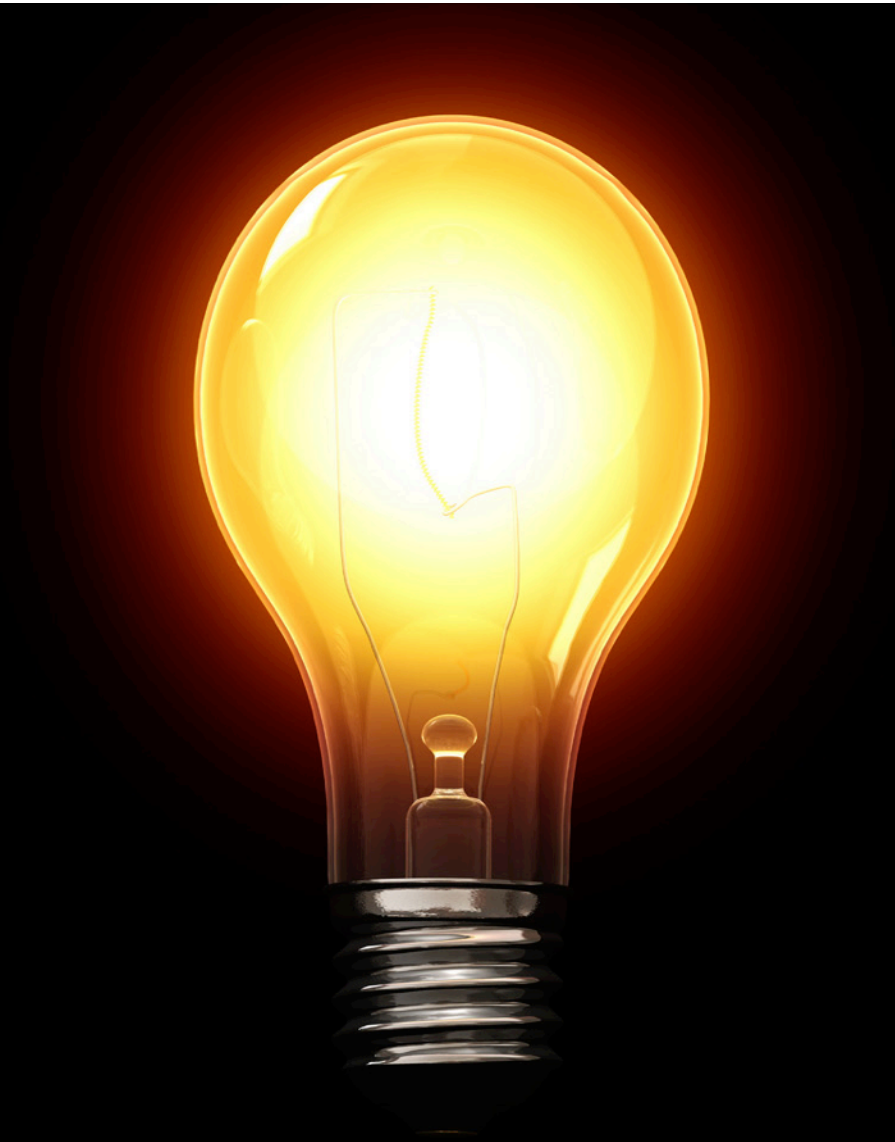
&



George Yianni – Head of Technology, Connected Lighting, Philips

# What is the “Internet of Things”?

- “The Internet of Things refers to **uniquely identifiable** objects and their virtual representations in an Internet-like structure” – Kevin Ashton (inventor of term)
- “a proposed development of the Internet in which **everyday objects** have network connectivity, allowing them to send and receive data” – Oxford English Dictionary
- “The Internet of Things is the network of physical objects **that contain embedded technology to communicate** and sense or interact with their internal states or the external environment” – Gartner
- “The Internet of Things (IoT) is the network of physical objects **accessed through the Internet**” - Cisco



# We can connect light to the internet...





## Ambience Creation



## Biological Benefits



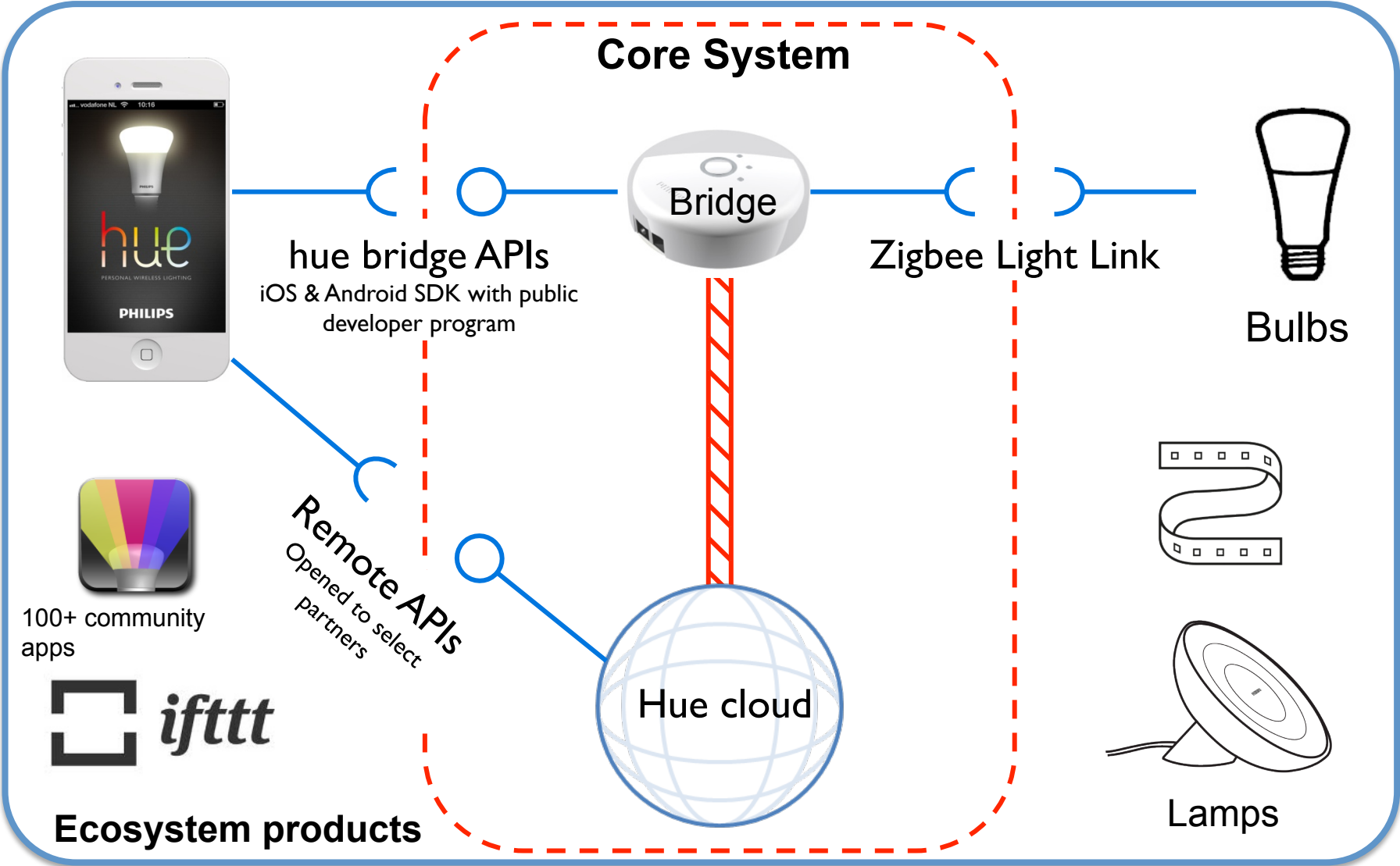
## Soft Security



## Gentle Reminders







ZigBee Light Link



**ZigBee®**  
Certified product



- ✓ Mesh
- ✓ Application Interop
- ✓ Proven
- ✓ Low power/resource
- ✓ Open
- ✓ Easy setup



- Feature Box
- Physical Layer Bridge
- Secure Access Gateway
- Setup Tool
- API server
- IoT proxy

# Hue API: A web address for every light



<http://192.168.0.100/api/username>

GET

PUT



<http://192.168.0.100/api/username/lights/1>

POST

DELETE



<http://192.168.0.100/api/username/lights/2/state/hue>

# Hue API: A web address for every thing

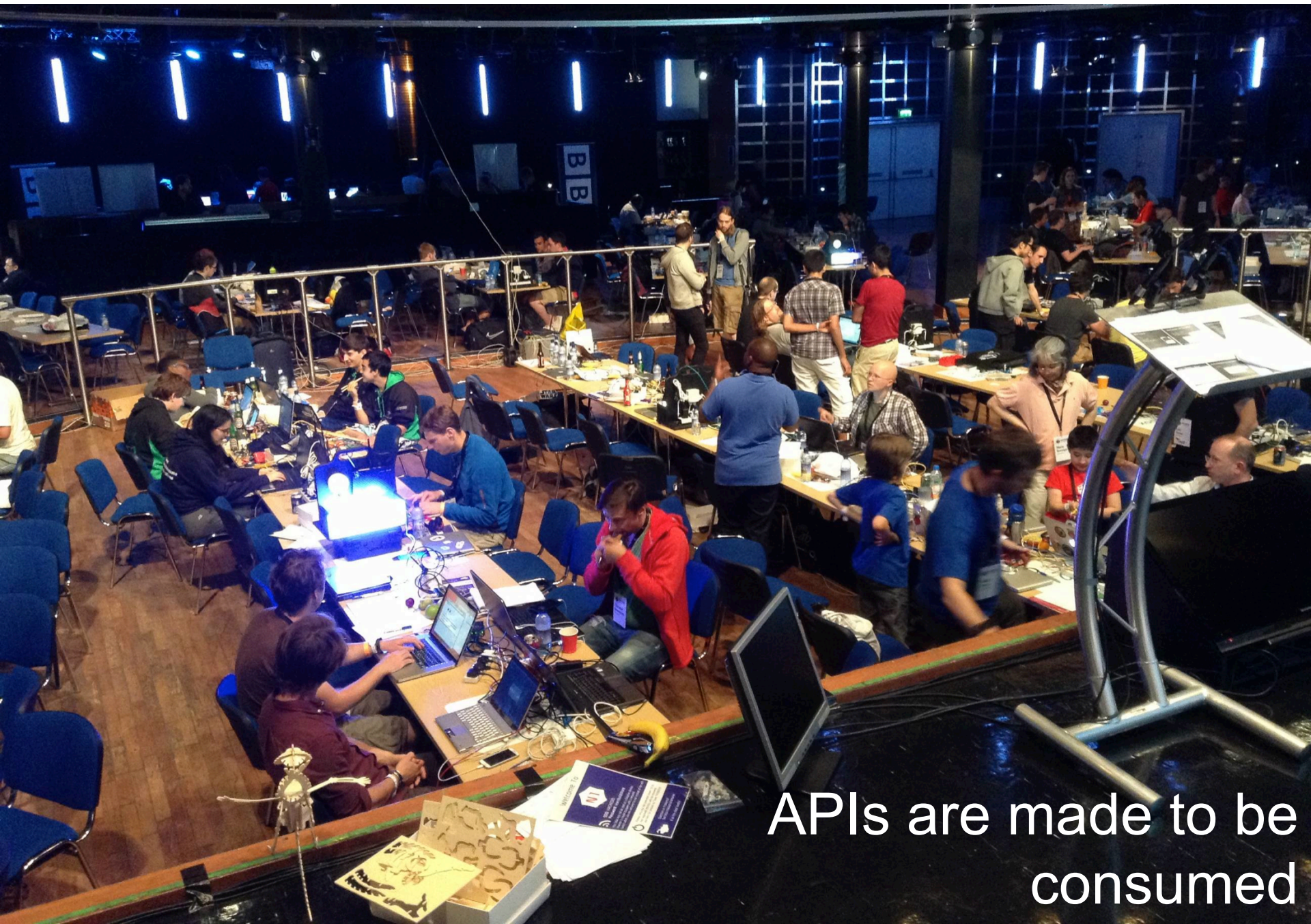


<http://192.168.0.100/api/username/scenes>

<http://192.168.0.100/api/username/groups/1>

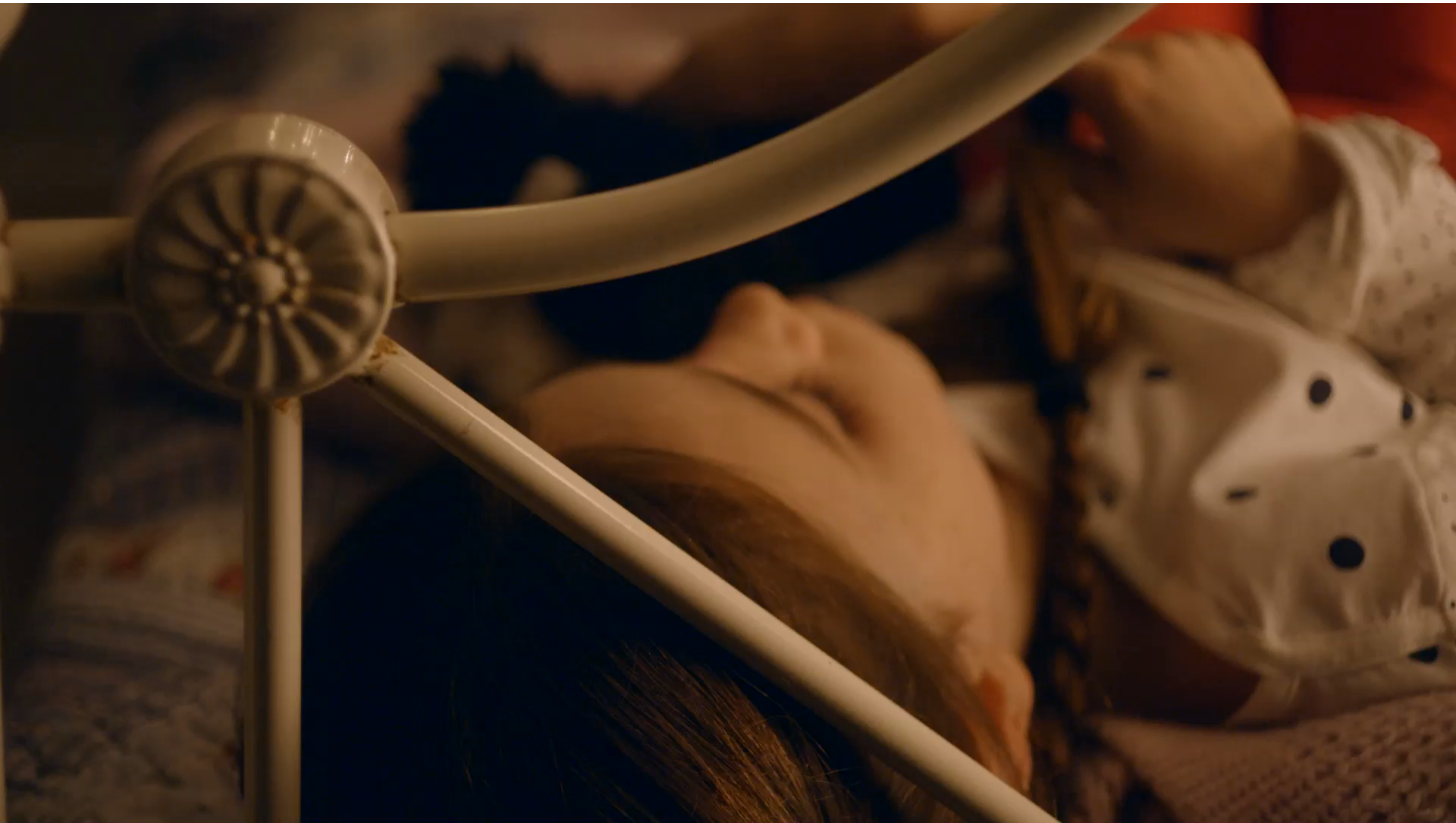


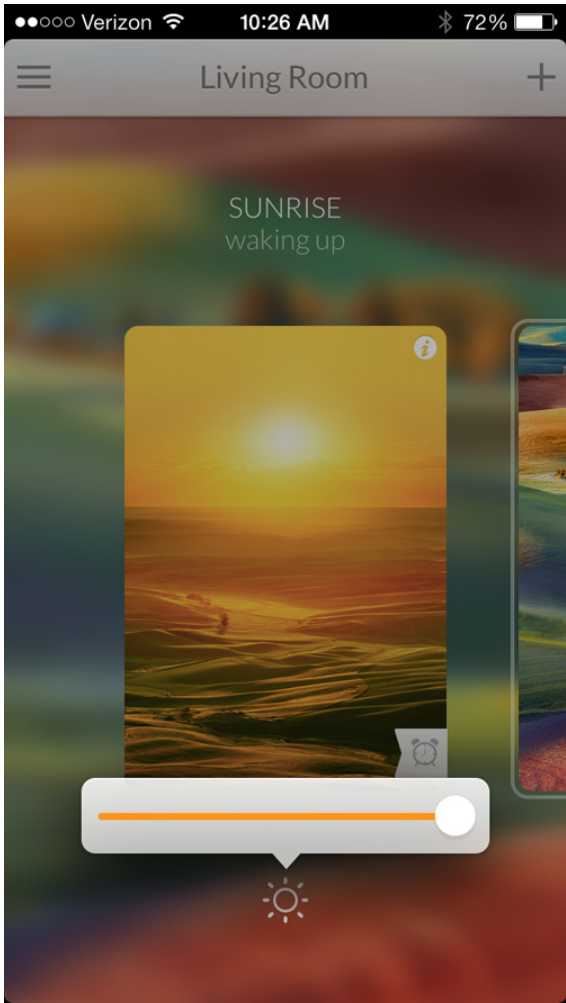




APIs are made to be  
consumed

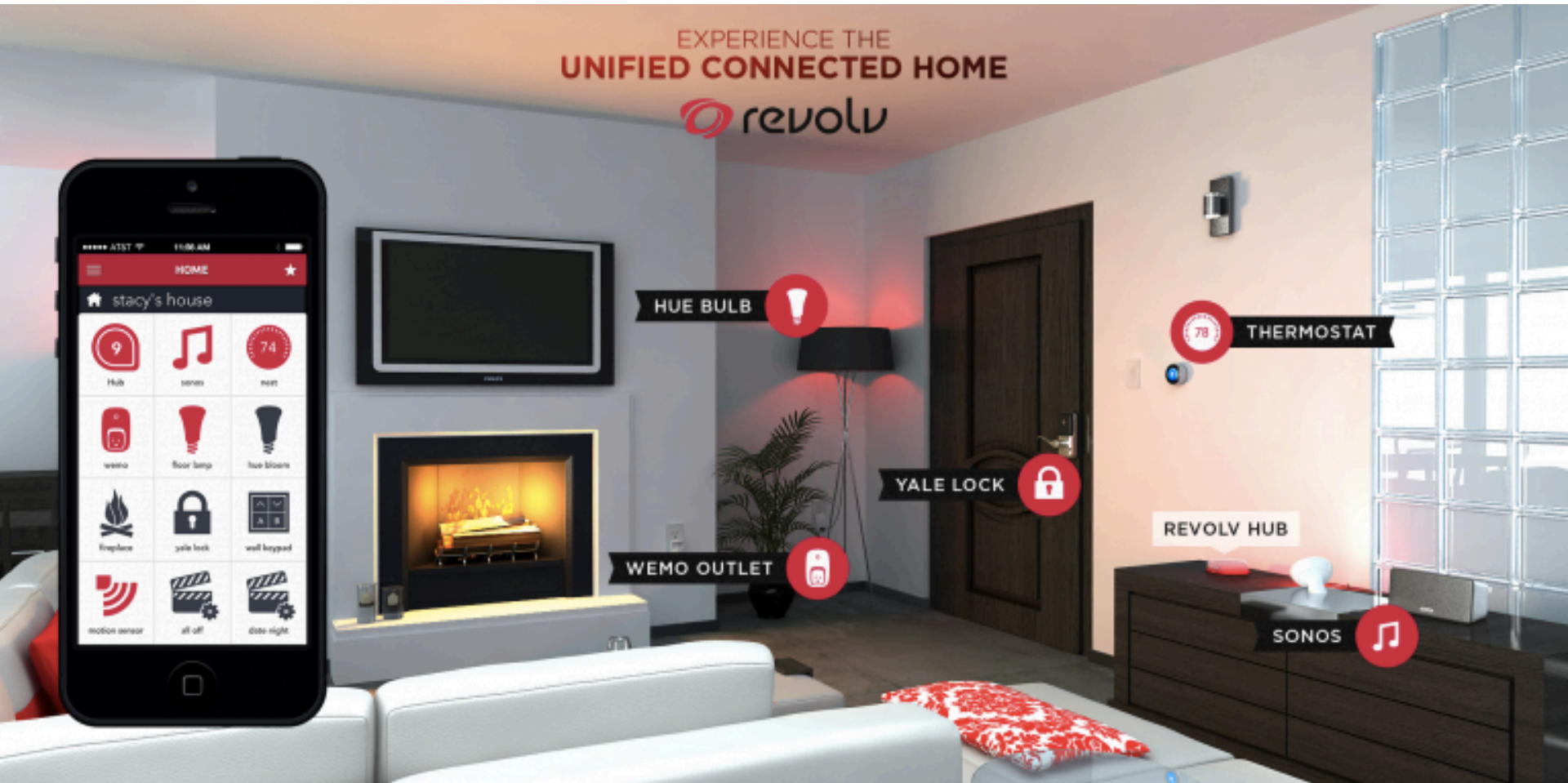






Point Experience

EXPERIENCE THE  
**UNIFIED CONNECTED HOME**  
revolv



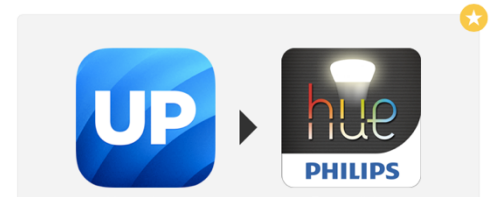
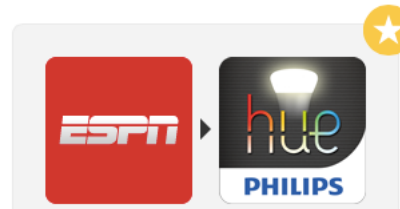
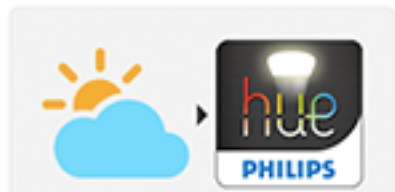
Unified gateways and experiences







Mash-ups

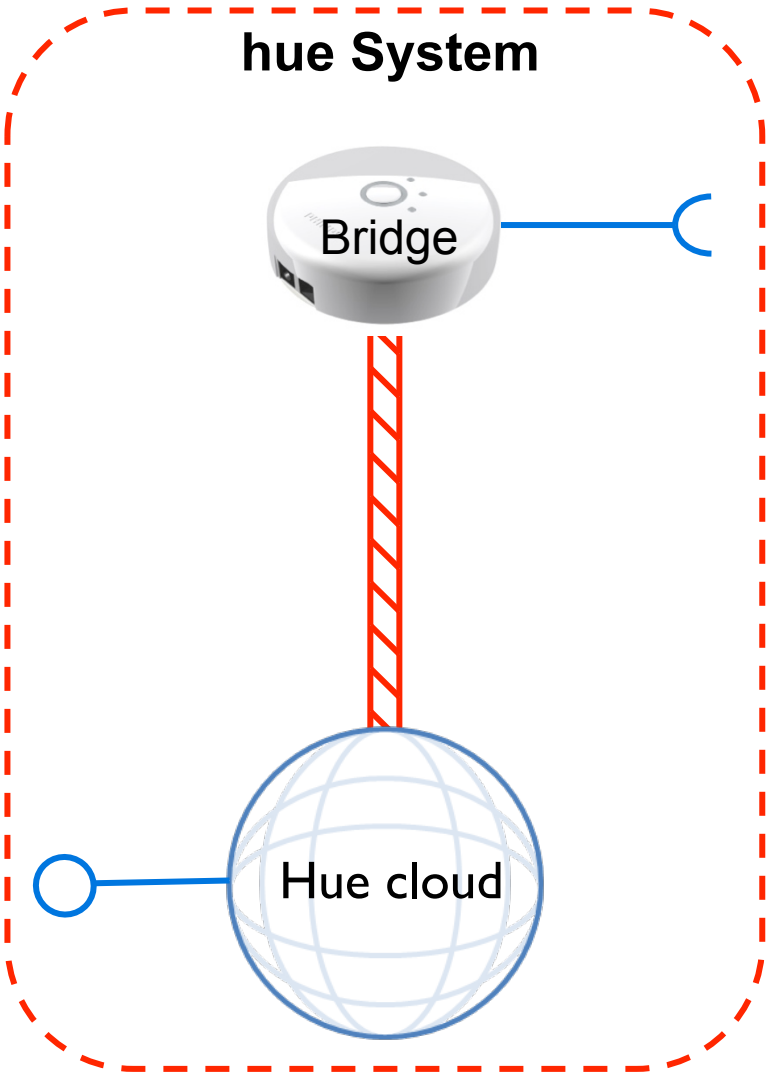
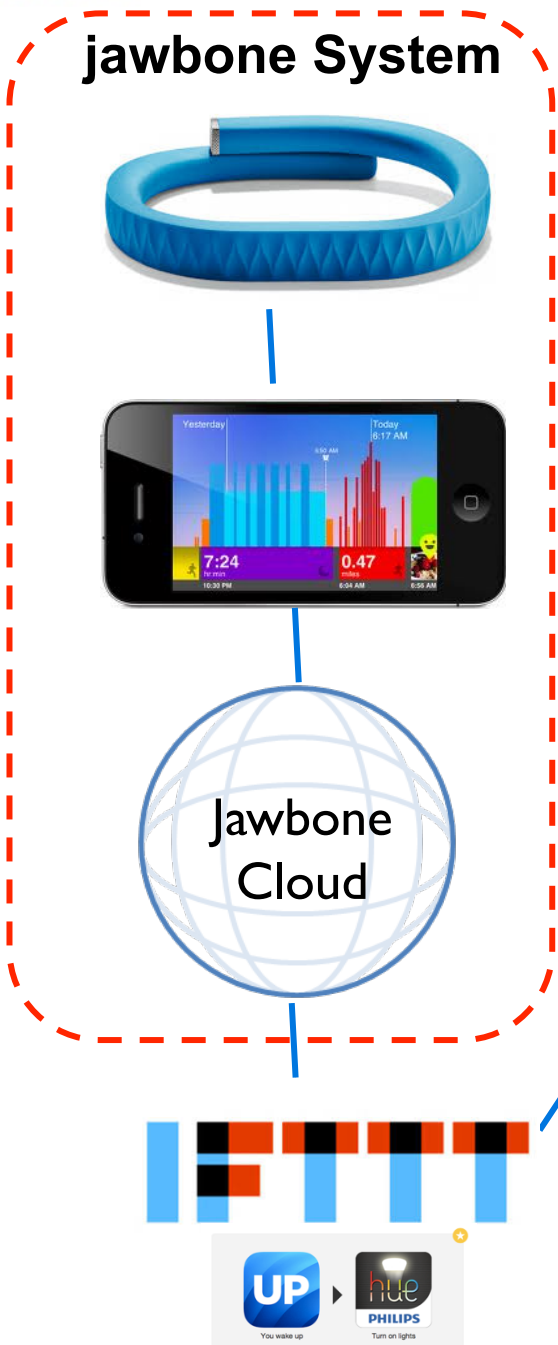


if  then 

If send [trigger@ifttt.com](mailto:trigger@ifttt.com) an email tagged #itsaboy from [info@rutgermiddendorp.nl](mailto:info@rutgermiddendorp.nl), then change color on All lights



How many engineers to turn on a light bulb?





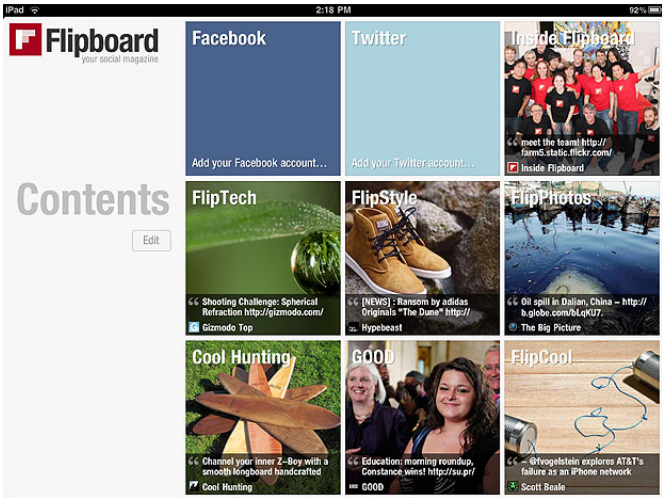
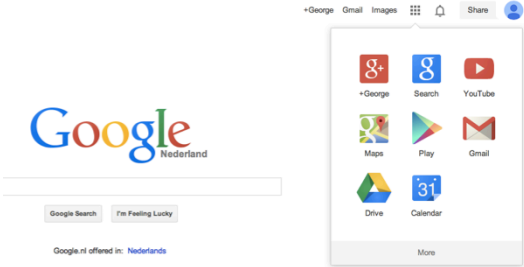
Single purpose



Own portal



Personal mash-up



# What is the “Internet of Things”?

- End device technology should fit the application not the internet of things
  - Proxying works great
- The internet has spent 20 years making things work together
  - Don't re-invent the wheel
- One company will not create the internet of things
  - Its many companies building great products and working together
- Make your APIs easy, familiar and fun and you'll be amazed

THANK hue

**PHILIPS**