



UBM



IoT and the Power of Where

Moderated by:
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Moderator: Brian Salisbury

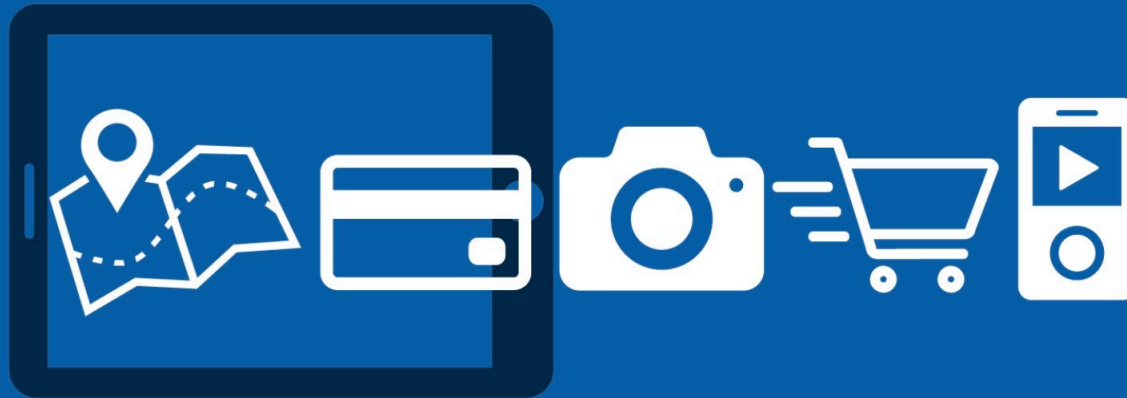
#ArmTechCon

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What do we mean by “The Power of Where”?

Every day, an incredible amount of **data** is being created.



What do we mean by “The Power of Where”?

One of the great promises of IoT is that this data will be captured by a broad range of smart “**things**” that will be distributed everywhere.



What do we mean by “The Power of Where”?

Machine learning and artificial intelligence platforms will then consume this data and create amazing insights to help us make the world a **better place**.



What do we mean by “The Power of Where”?

But many of those insights won't be that useful without the context of **location**.



What do we mean by “The Power of Where”?

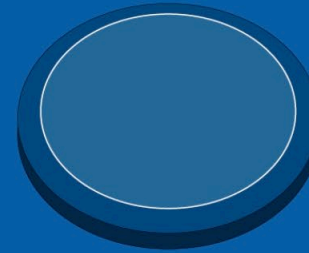
Location determination can be a challenge in several ways.

The first is the power consumed by traditional solutions like GPS.



What do we mean by “The Power of Where”?

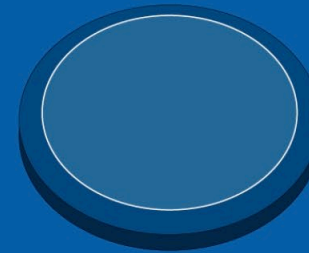
But a large number of the IoT device types that are coming into the market will be **very small**, low cost, and need to operate for months or years unattended.



What do we mean by “The Power of Where”?

**And they have
non-rechargeable low
capacity batteries.**

**For these devices, it is
essential that the location
solution uses power
very efficiently.**



What do we mean by “The Power of Where”?

SEAMLESS
OUTDOOR
TO INDOOR

What do we mean by “The Power of Where”?



What do we mean by “The Power of Where”?



Panel Members

Introductions

Our panel members represent quite different parts of the IoT Ecosystem

[John Walicki](#)

Watson IoT Developer Advocate, IBM

[Ankit Agarwal](#)

CEO, Micello

[Hima Mukkamala](#)

General Manager – IoT Cloud Services, Arm

[Frederic Servais](#)

Sr. Director, Product Management, Comtech Telecommunications Corp

IoT and the Power of Where

The ARM logo, consisting of the lowercase letters "arm" in a blue, rounded, sans-serif font.