INTERNET OF THINGS 101

WHAT IS IT REALLY?

Any device that sends and/or receives data automatically via the web.
This rapidly expanding set of "things," include tags, sensors and devices
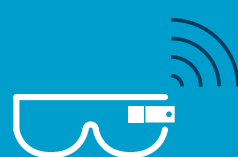that interact with people and share information M2M (machine to machine).

CARS   **HEALTHCARE**   **APPLIANCES**   **WEARABLES**   **LIGHTING**   **HOME SECURITY**

ALL CONTAIN SENSING DEVICES

which allow consumers to control remotely. In addition, these
devices collect data and literally "talk to one another" providing
many benefits for daily activities, such as:

+ CARS
− Directs you to an open
  parking spot
− Emails maintenance alerts
− Offers alternate route in
  bad traffic

+ HEALTHCARE
− Transfers basic information
  to your physician and may cut
  down number of office visits
− Sends alerts if an emergency
  occurs

+ APPLIANCES
− Allows you to turn on/turn
  off your appliances remotely,
  like preheating your oven
  when you're on the way
  home from work

+ WEARABLES
− Tracks eating, sleeping and
  exercise habits to help you
  lead a healthy lifestyle

+ LIGHTING
− Tracks your daily patterns
  with utilities adjusting
  accordingly

+ HOME SECURITY
− Locks and unlocks doors
  remotely
− Added layer of protection
  with video cameras
− Alarms provide emergency
  notification of intrusion or fire

THINKING TWICE...

Without a doubt the Internet of Things makes our lives easier and has many
invaluable benefits; but we can only reap these benefits if our Internet of Things is
safer, more secure and trusted. **Here are three simple steps you can take to
keep the Internet safer as you start connecting more and more devices:**

KEEP A CLEAN MACHINE.

Like your phone or PC, keep any machine that connects to the
Internet free from viruses, malware and other online threats.
Update apps that you use to control devices whenever a new
version is available.

THINK TWICE ABOUT YOUR DEVICE.

Have a solid understanding of how a device works, the
nature of its connection to the Internet and the kinds of
information that is stored and transmitted.

YOU ARE ONLY AS STRONG AS THE NETWORK TO WHICH YOU CONNECT.

If you haven't properly secured the network you are
connecting to with proper passwords, updated software and
maintenance of other connected devices, your Internet of
Things could be vulnerable.

WHY SHOULD WE CARE?

50 billion connected
devices by 2020
(yep, that's 1 person
to every 7 connected
devices)*

1.8 billion
smartphone users**

The global Internet of
Things IoT market is
expected to grow by
more than $5 trillion
over the next six
years***

During a two-week
timeframe between
December 2013 and
January 2014, more
than 100,000 internet-
connected smart
"things," including
media players, smart
televisions and at
least one refrigerator,
were part of a
network of computers
used to send 750,000
spam emails.****

* Cisco IBSG predicts there will be 25 billion devices connected to the. Internet by 2015 and 50 billion by 2020.
** There will be 4.55 billion mobile users and 1.75 billion smartphone users worldwide this year, according to a new eMarketer report.
*** According to IT research agency, International Data Corporation (IDC).
**** Study released by enterprise security company Proofpoint.