IoT Solutions in the Consumer Sector

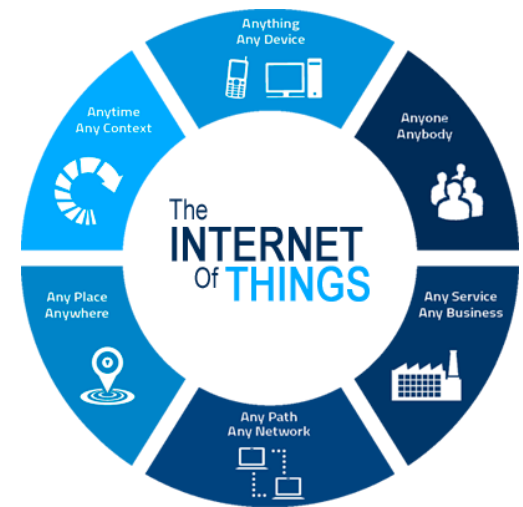**Frank Nijsten**
Sergey Davydov
March 22th 2017

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What Drives Digital Innovation?

An estimated 25 billion connected "things" will be in use by 2020.
Source: Gartner Newsroom
75 billion (SalesForce figures)

Wearable technology vendors shipped 78.1 million wearable devices in 2015,
an increase of 171.6% from 2014.
Shipment predictions for this year are 111 million,
increasing to 215 million in 2019.
Source: IDC Worldwide Quarterly Wearable Device Tracker

By 2020, each person is likely to have an average of 5.1 connected devices.
Source: Frost and Sullivan Power Management in IoT and Connected Devices

By 2018, six billion things will have the ability to request support.
Source: Gartner Predicts 2016: CRM Customer Service and Support

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HealthTech strategy context

Healthy living ▸ Prevention ▸ Diagnosis ▸ Treatment ▸ Home care

1. Cardiology

2. Oncology

3. Respiratory

4. Fertility-Pregnancy-Parenting

1. **H**ealthy living and **fertility**, preparing for healthy pregnancy	2. **Monitor, coach** health, decreasing risk of pregnancy complications	3. **Early diagnosis** of high risk to prevent premature birth, and early hospitalization	4. **Perinatal Suite**, enabling: healthy development of baby,	faster mother recovery	5. **Support recovery** to avoid re-admission	6. **Bottom of the Pyramid,** Maternal and Newborn Health via community centers
"Conceive faster and less	*"Healthier pregnancy and*	*"Reduce pregnancy risk and*	*"Better experience, better*	*'Hospital to home' for better*	*"Reduce Child Mortality and*

Connected
nbrush Sonicare

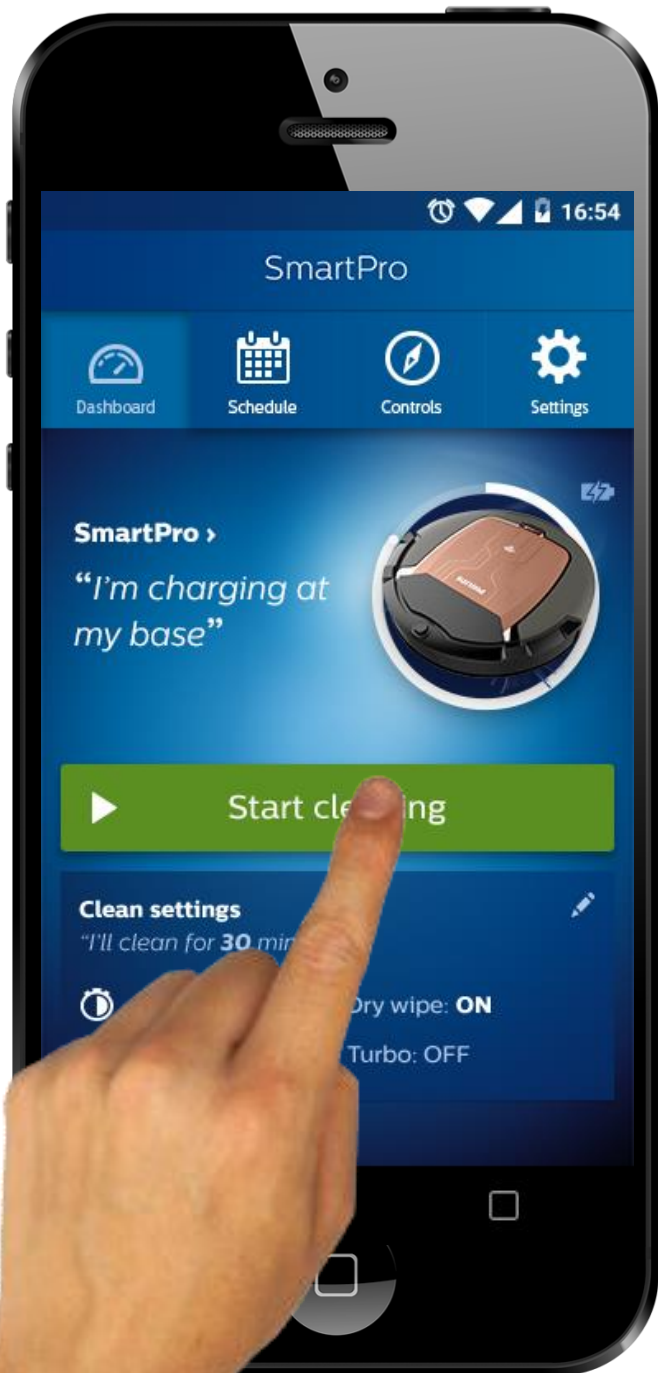# Connected Toothbrush Sonicare
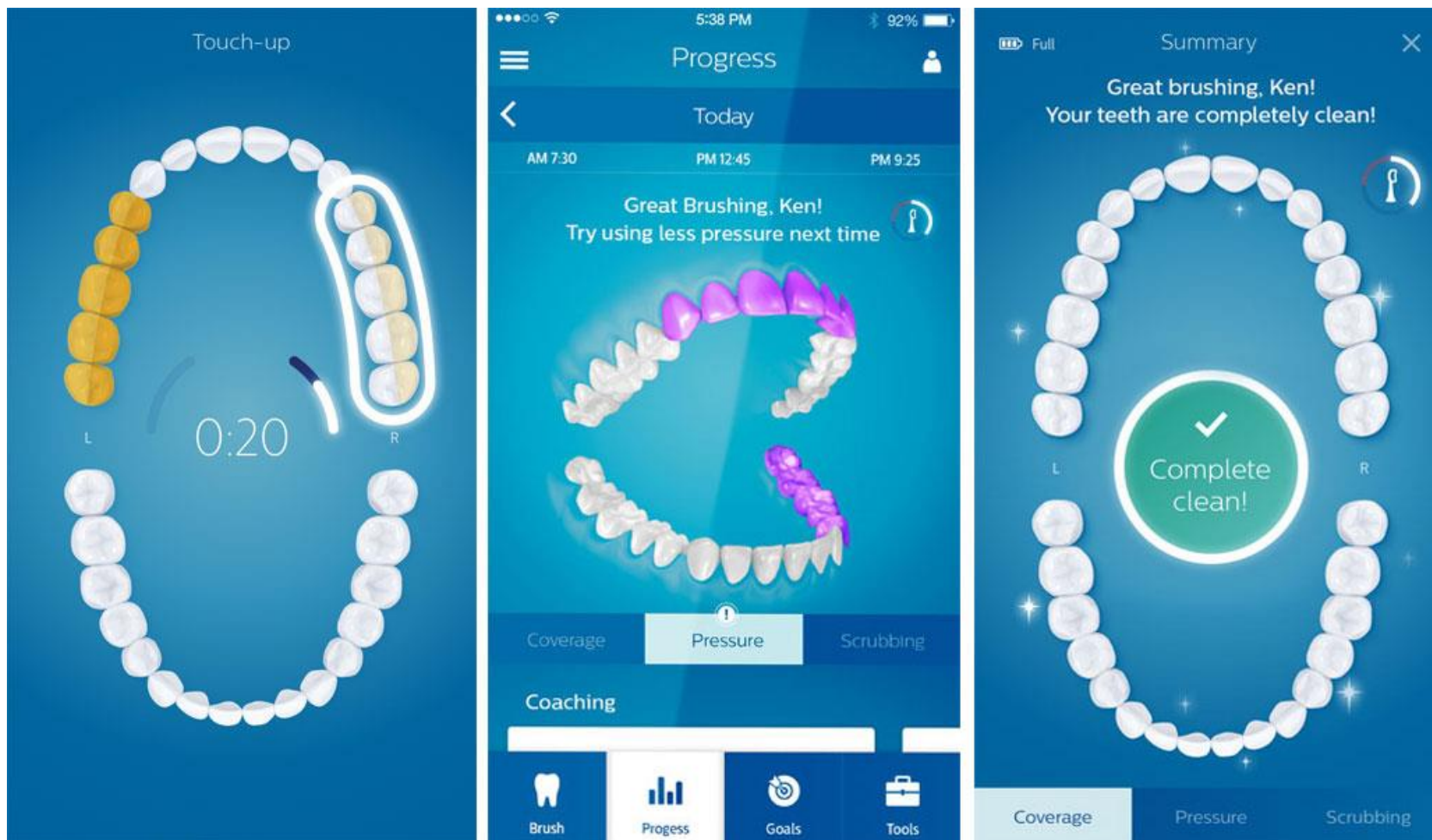
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Connected Air Purifier

Philips Hue Led Lights
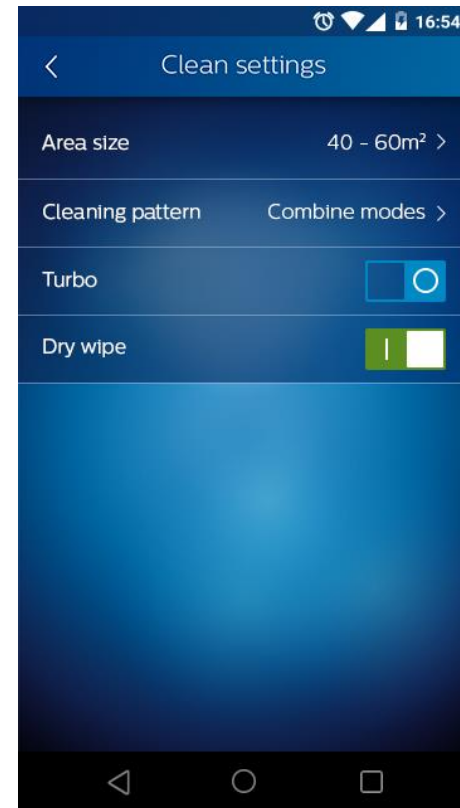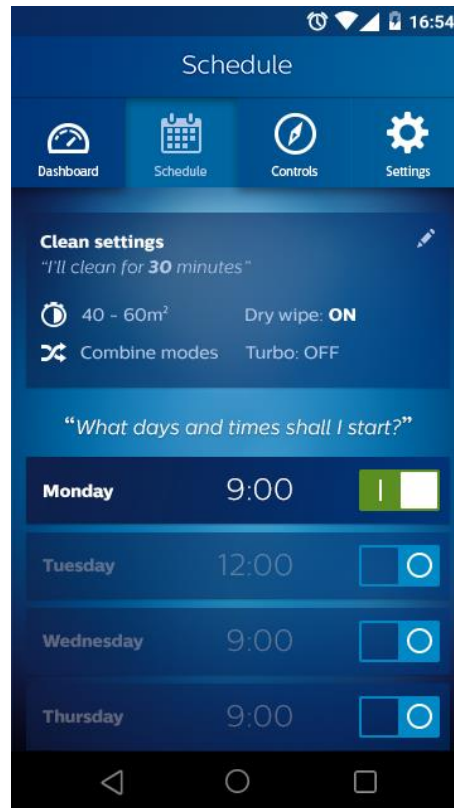
SmartPro Active Connected

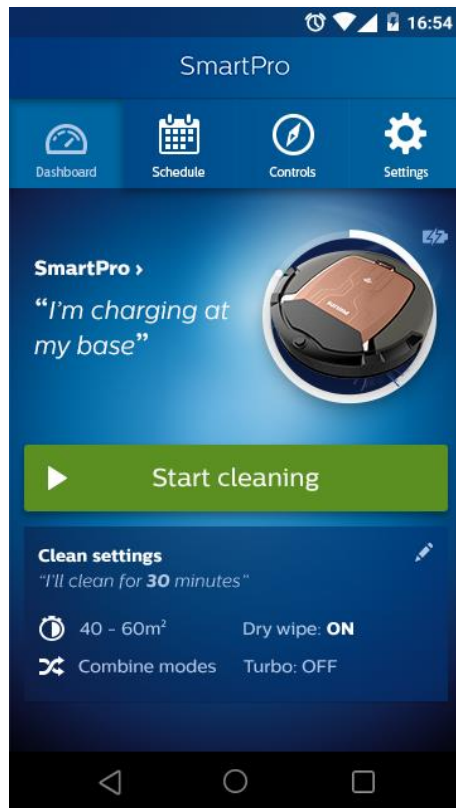# Main benefits New SmartPro Active **APP**

Reassured on results

In control at any time

Tailored to fit your needs

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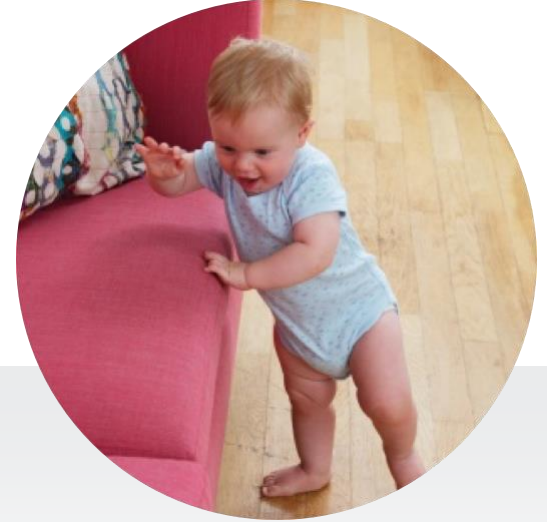# First 1000 days to make difference for a life time

First 1000 days of a child's life are critical for their long term health, laying the foundation for a child's ability to grow, learn and thrive

Pregnancy
270 days

1st year
365 days

2nd year
365 days

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uGrow

Sleep tracking

Amazon Echo

Ambient light optimization

Air Purification

Feeding tracking

Temperature tracking

Nutritional advice

Pregnancy	Newborn	Developing	Exploring	Growing Up

Underpinned with *professional recommendation* and *clinical claims* throughout the journey

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Philips Avent Smart bottle

The only way to accurately track & understand your baby`s feeding routines

Benefits:

- Most convenient way to accurately track your baby's feedings
- Understand patterns and changes over time
- Personalized insights and guidance
- Easily share all the important details with your pediatrician

Features:

📅 Date & time tracking

🕐 Duration of every feed

🍼 Milk volume measurement

💾 Data storage

Launching: March `18

Pack includes: 1x smart device, 1x Philips Avent 4oz Natural bottle, 4 months replaceable battery

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Somneo connected

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Wake-Up Light Portfolio

	Entry Level HF3500	Low End HF3505	Low End HF3507	Mid End HF3510	Mid End HF3520	Mid End HF3531	High End HF3650	High End HF3670
RRP (€)	59	79	99	109	139	149	179	229
Finishing	Basic	Basic	Basic	Good	Good	Good	High End	High End
Lux	200	200	200	300	300	300	300+	315+
Sunrise simulation	30 min	30 min	30 min	30 min	Adjustable	Adjustable	Adjustable	Adjustable
FM Radio	Beep	✔	✔	✔	✔	✔	✔	✔
Sunset simulation	1		✔		✔	✔	✔	✔
Colors in Light	●	●	●	●●	●●●	●●●	●●●●●	●●●●●
Sounds	Beep	2	2	3	5	5	5	5
Alarm times	1	1	1	1	2	2	2	16 / day setting
Snooze	Snooze	Snooze	Snooze	Snooze	Tap Snooze	Tap Snooze	Tap Snooze	Tap Snooze
Reading lamp	✔	✔		✔	✔	✔	✔	✔
Night Guide Function						✔	✔	✔
RelaxBreathe							✔	✔
Bedroom sensing								✔
Night tracking								✔
PowerWake								✔
App controlled + Alexa								✔
Sun themes								4

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AmbiTrack sensor

giving you insights how to improve your night

4 parameters are of crucial importance for good sleep
- temperature
- humidity
- noise
- light

adjusting those parameters to an ideal level can improve sleep significantly

our most accurate sensor

- **before going to bed:** check your current bedroom environment
- **after sleep:** analyze your night
- **over time:** see changes in the calendar

Noise

Average noise(dB)
Yesterday 20:45 – Today 20:45

→ Noise in your room
→ Noise peaks
→ Ideal temperature to sleep

Your room average	32 dB
Maximum	44 dB
Noise peaks	12 times
Current	47 dB

Information

120 dB	Siren
110 dB	Chain-saw
100 dB	Pneumatic drill
90 dB	Passing motorcycle
80 dB	Blow-dryer
70 dB	Alarm clock
60 dB	Typical conversation
50 dB	Moderate rainfall
40 dB	Whispering
30 dB	
20 dB	Ideal sleep conditions
10 dB	
0 dB	

While leaves in the wind may be a pleasant noise at night, your air conditioning, your neighbors coming home or any other noise exceeding 30dB can easily disturb your sleep.

Temperature

Average temperature(°C)
Yesterday 20:45 – Today 20:45

→ Your room temperature
→ Ideal temperature to sleep

Your room average	19,2 °C
Minimum	18,5 °C
Maximum	20,8 °C
Current	23,4 °C

Information

23 °C	Too warm
22 °C	
21 °C	Warm
20 °C	
19 °C	
18 °C	Ideal sleep conditions
17 °C	
16 °C	Cold
15 °C	
14 °C	
13 °C	Too cold

Finding your ideal sleep temperature is a very personal matter, some people like a warm bedroom, some people like it cooler. Yet, research shows that your sleep might be effected negatively when your environment is too warm or to cold.

AmbiTrack sensor

temperature, humidity, light and noise level for last night

check your bedroom stats of last night with
- maximum / minimum / average
- current

see the ideal levels in the brighter area

information
- reference points
- relevancy

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Discover — Alarm scheduler

7:47 AM
S M T W T F S

8:00 AM 8:30 AM
S M T W T F S

Alarm scheduler

Choose your preferred wake-up time with the easy to operate scheduler for weekdays and weekends. You can even set multiple alarms!

Discover — Your personal sunrise

Sunny day ✓
Island red

Your personal sunrise

Waking up the same way every day is boring...

Why not try another sunrise or new sound for an exciting new wake up experience?

Discover — RelaxBreathe

14 minutes

RelaxBreathe

Fall asleep easily with light or sound-guided relaxation breathing.

Simply choose your preferred breathing rhythm and wind down after a long day.

Discover — Sunset, your way

30 minutes

Sunset, your way

Take control of your bedtime!

You decide your sunset's colors, brightness, and even sound. We take care of the rest.

Discover — Learn from your data

Average Temperature
18,7°C
Target: 17°C – 20°C
Minimum Temperature 16,8°C

Learn from your data

We measure the temperature, humidity, light, and noise in your bedroom so you can improve your bedroom environment. Are you ready to sleep better?

Let's get started

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