Creativity and the INTERNET of THINGS

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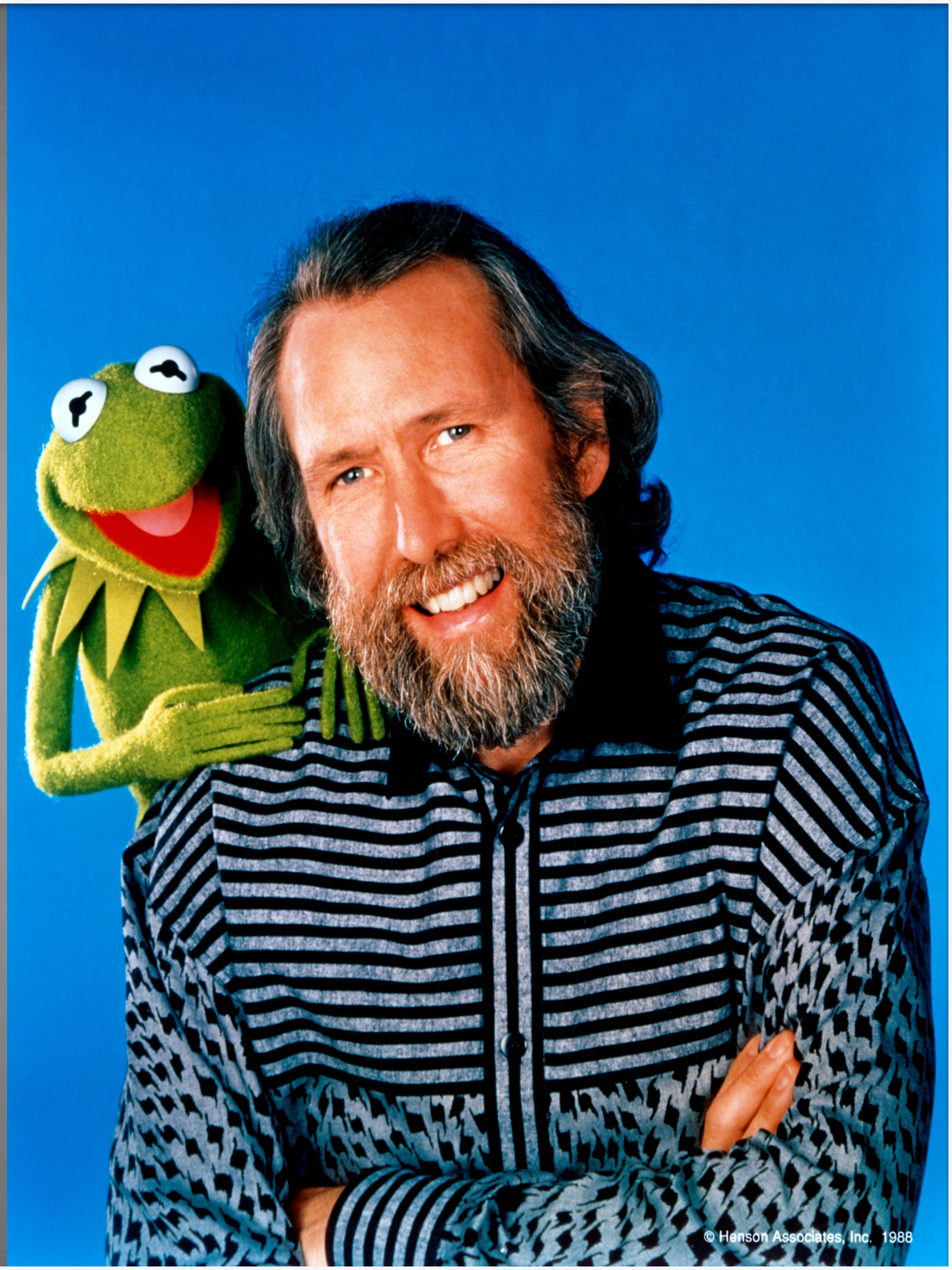
Child of the 80's
GHOSTBUSTERS

THE MUPPET SHOW

Jim Henson

"Life's like a movie.
Write your own ending.
Keep believing, keep
pretending."

- Jim Henson



What is the “Internet of Things” (IOT)

Machine-to-Human

Machine-to-Machine

Machine-to-Infrastructure

Machine-to-Agriculture

Machine-to-Environment

Services

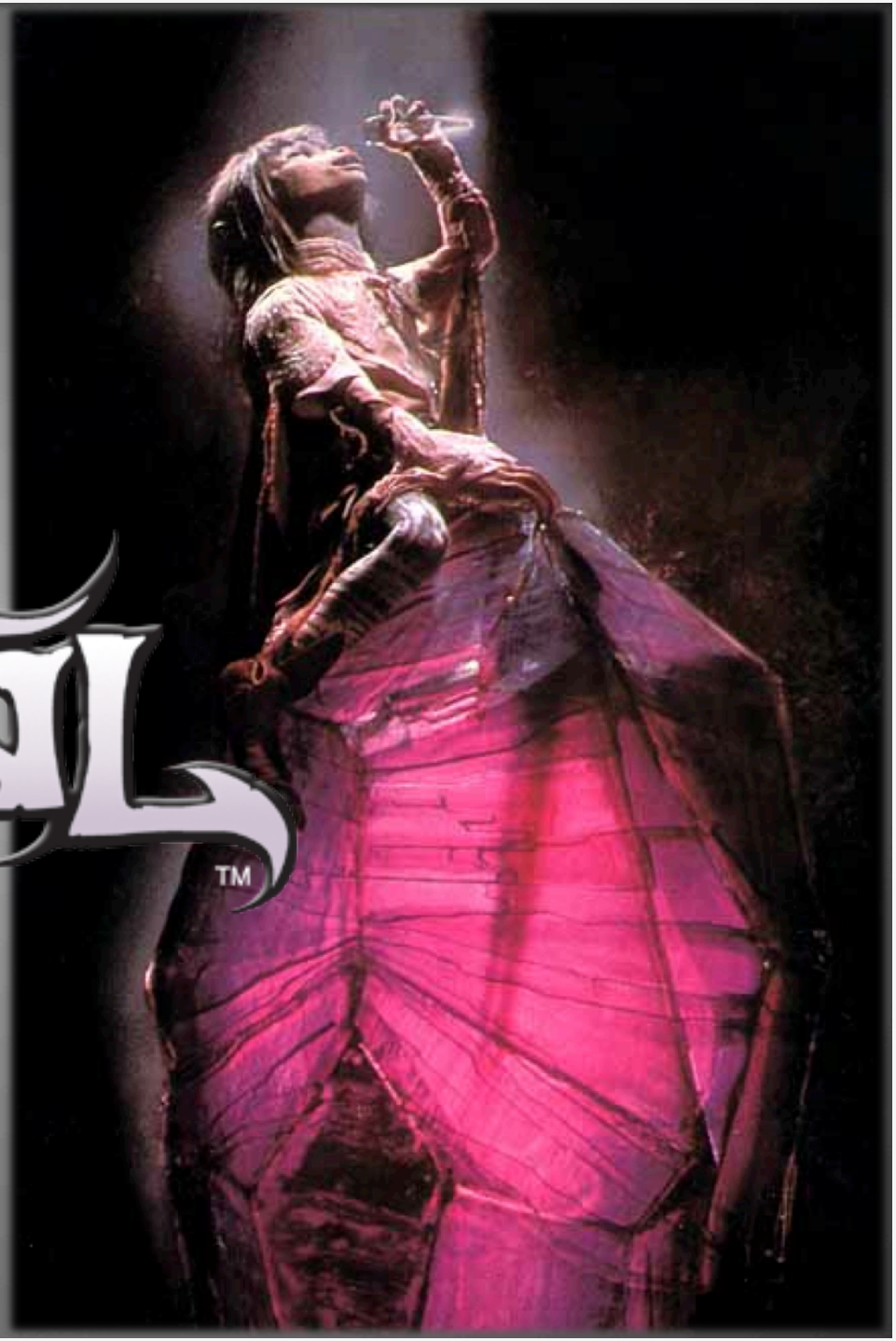
Without services there is no Internet of Things

Designing Services Takes

Creativity

Jim Henson's™

THE DARK CRYSTAL™



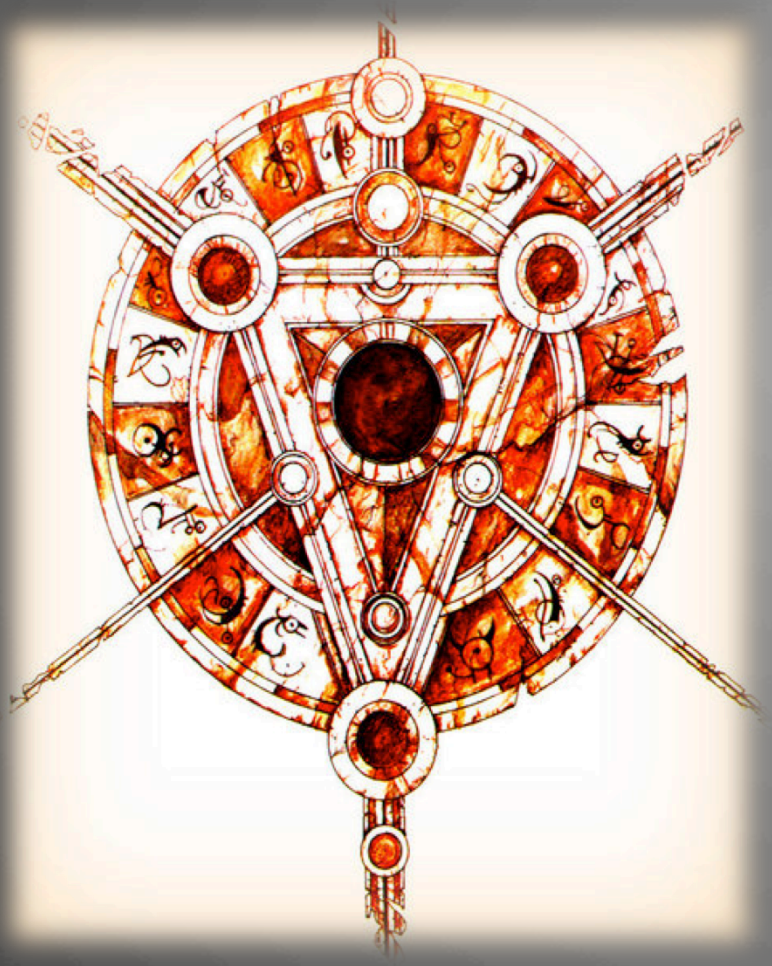
The Concepts of *The Dark Crystal*…

DREAMFASTING

DUALITY

…Are the Building Blocks of the IOT

The Idea of *Dreamfasting*



Images and memories are communicated directly between to Gelflings through telepathy.

Higher level of communication, like talking, but with richer images & visualization.

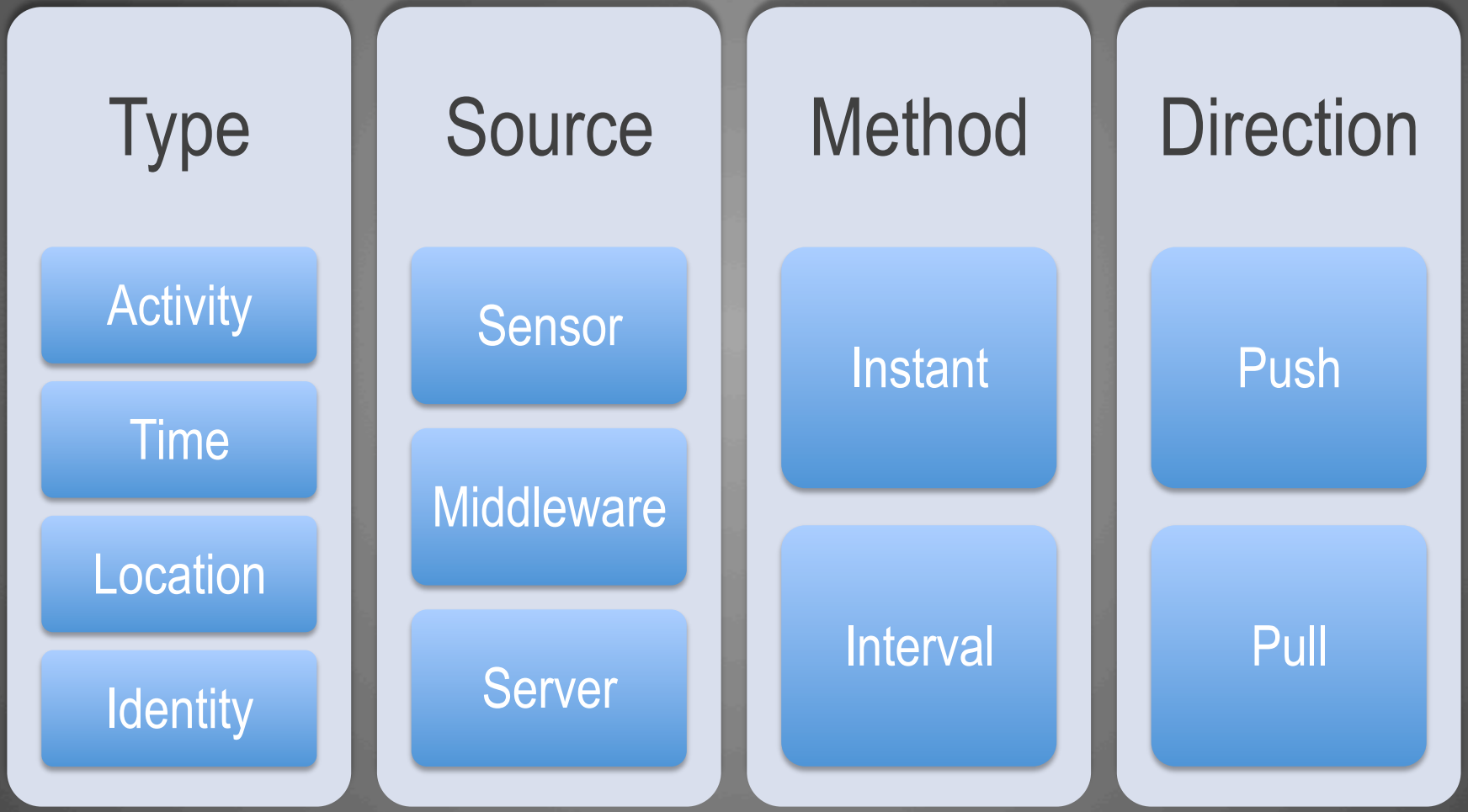
Communicating how the present relates to the past and potentially the future.

Dreamfasting & IOT

Sensors & Real Time

= *Dreamfasting*

The Key to Dreamfasting is Context



Source: IEEE

Dualism vs. Duality

Dualism

The tendency of humans to perceive the world as being divided into opposing categories: light & dark, good & evil…

Duality

Opposing forces do not act in opposition but instead exchange reciprocally to promote stabilization and homeostasis.

Digital Dualism

Notion of online/offline – or virtual/real – as absolutes.

Describing the digital as some “other” place, and then judging that place as “virtual” and less real.

Valuing the non-digital world as “more human” deep.

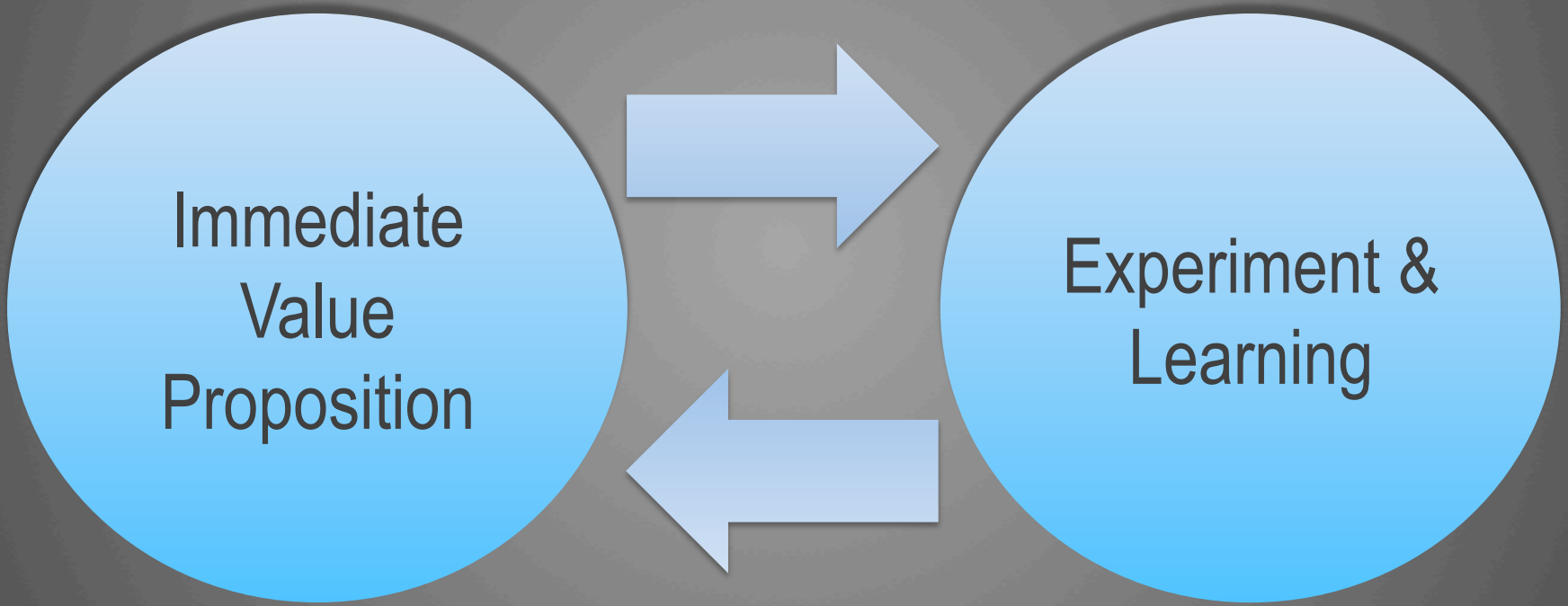
Source: Jurgenson

Dualism to Duality

The internet is not a fake, other, virtual place. It is a part of the very real world. The duality of our world improves society.

The **Internet of Things** removes the idea of *Digital Dualism* and replaces it with *Digital Duality*.

Duality Leads to Virtuous Cycles



Duality & Context // IOT in Construction

Noise, Vibration & Weather fluctuation are inevitable realities on a construction project.

We combine data logging of past sensor readings with real time predictions of current and future noise and vibration levels at adjacent property lines.

Revealing valuable information in real time, which was previously only available after the fact.

Virtuous cycle that prevents complaints, work interruptions, stop work orders, bad press, lawsuits and physical harm.

Deconstruction

[DEMO]

Summary

The Internet of Things = Services

Use context to deliver higher forms of communications.

Duality delivers a virtuous cycle of profit and social good.

Success with the IOT is derived from the CREATIVITY put into your services.

Deconstruction

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