

I could be wrong, but I'm fairly sure the phrase "**Internet of Things**" started life as the title of a presentation **I made** at Procter & Gamble (P&G) in **1999**. Linking the new idea of RFID in P&G's supply chain to the then-red-hot topic of the Internet was more than just a good way to get executive attention. It summed up an important insight—one that 10 years later, after the Internet of Things has become the title of everything from an article in Scientific American to the name of a European Union conference, is still often misunderstood.

–Kevin Asthon

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