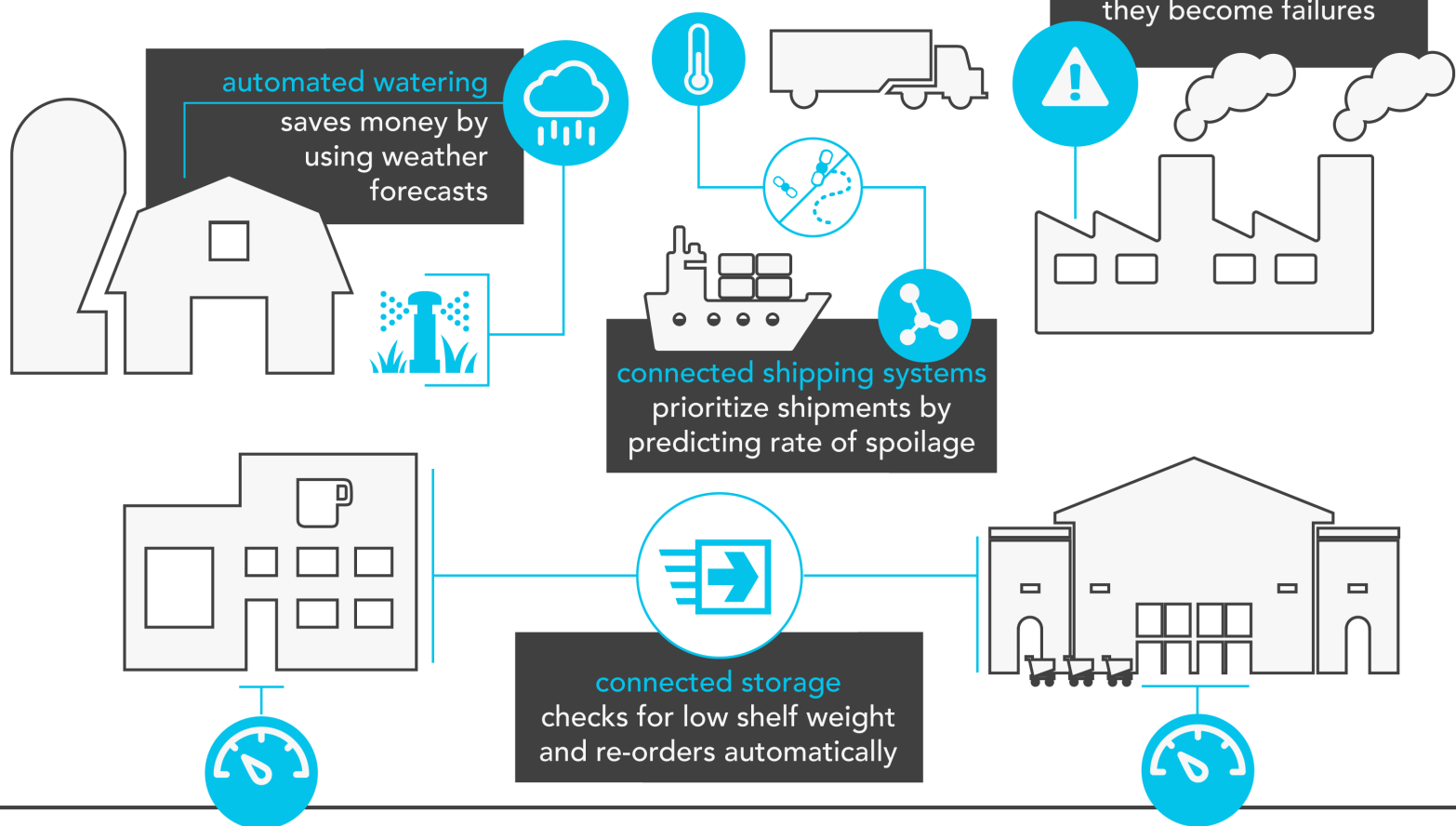# A CARTOON GUIDE TO THE INTERNET OF THINGS

IoT is where the internet meets the physical world.

there. now you can skip to the end.

IoT IS THE IDEA THAT ALL OUR STUFF CAN BE CONNECTED THROUGH THE INTERNET, AND NOT JUST OUR PHONES AND COMPUTERS.

THIS IS ATTRACTIVE TO INDUSTRY, WHERE COLLECTING DATA AND USING IT TO PREDICT AND CURATE LONG PROCESSES SAVES MONEY.
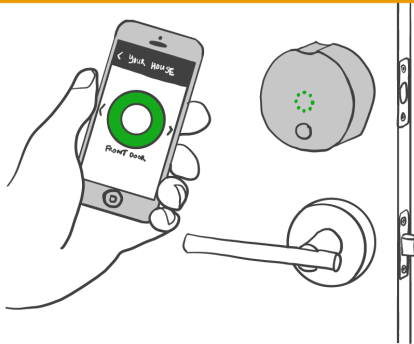
automated watering saves money by using weather forecasts

smart manufacturing lines service malfunctions before they become failures

connected shipping systems prioritize shipments by predicting rate of spoilage

connected storage checks for low shelf weight and re-orders automatically

this coffeemaker connects to the internet.

for some reason.

RECENTLY, THOUGH, IoT HAS BEEN POPPING UP IN THE CONSUMER MARKET.

MOST CONSUMER PRODUCTS USE
ACCESS AND AUTOMATION
AS EARLY SELLING POINTS.

ACCESS FEATURES LET YOU CONTROL A DEVICE FROM YOUR PHONE OR COMPUTER.

"your smartphone is now a smart key-- and more"
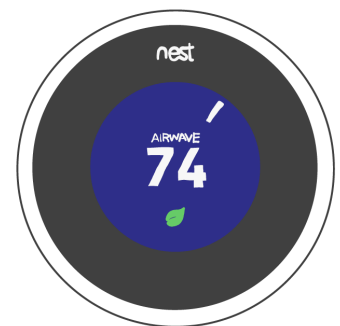
"It's on your ceiling. And on your phone."

"Reorders your favorite product with the press of a button."

THEY ARE USUALLY NON-ESSENTIAL, BUT PROVIDE A SENSE OF UBIQUITY AND CONVENIENCE.

AUTOMATION FEATURES MAKE US FEEL LIKE OUR LIVES ARE SEAMLESSLY EASIER.

"seamlessly navigates... keeping track of its location"

"programs itself. then pays for itself."

THEY FEEL FUTURISTIC AND ARE FUN TO TALK ABOUT.

BUT THE TRUE POWER OF IoT IS IN THE UNDERLYING
DATA ECOSYSTEM

FOCUSING ON ACCESS AND AUTOMATION IS MISLEADING. IT'S LIKE SAYING:

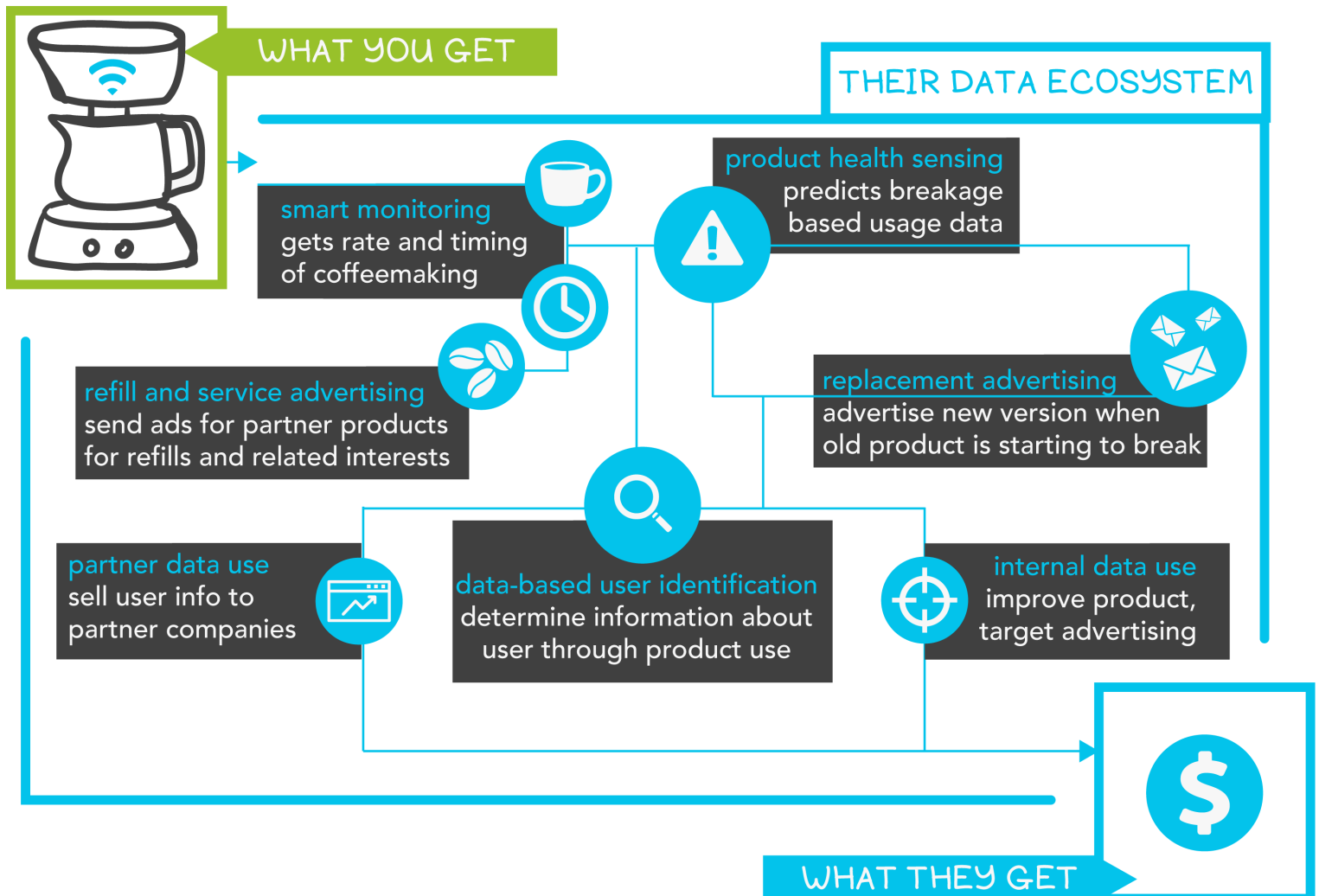You'll love COMPUTERS!

QWIKEN $

You can do so many TAXES!

OR

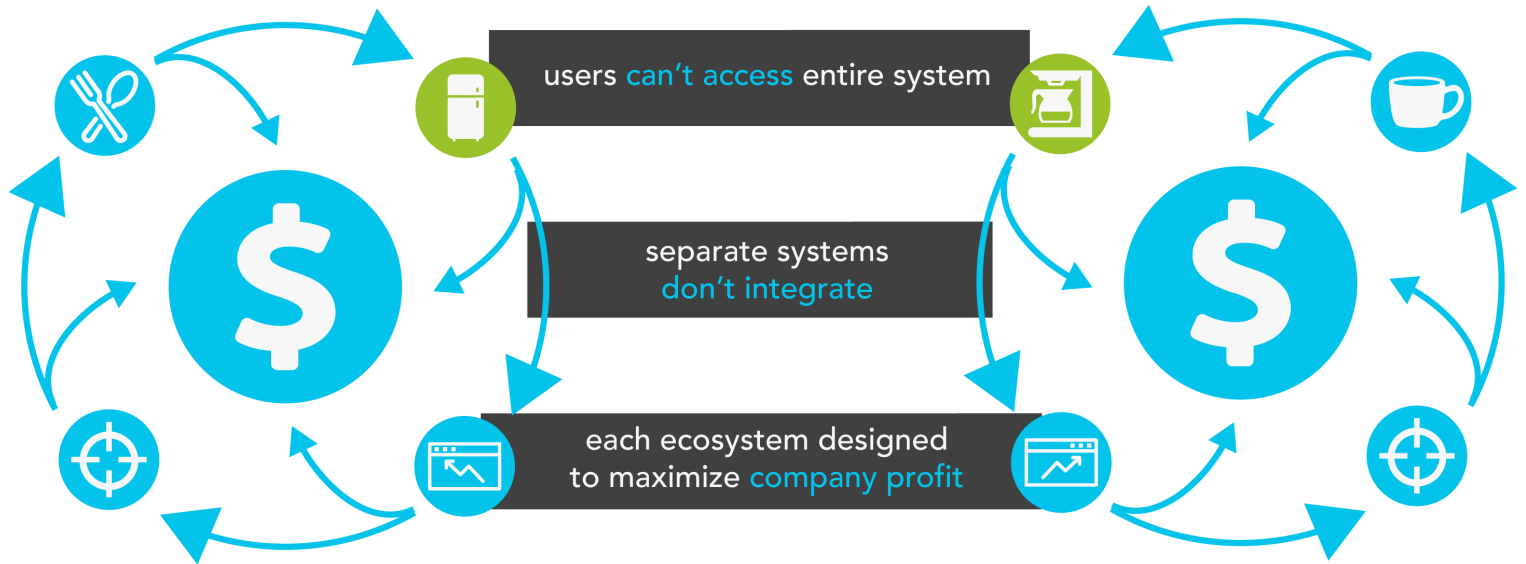The INTERNET will be huge!!

BARK CHOW

Everyone will order PET FOOD!

ACCESS AND AUTOMATION FEATURES ARE TINY LAYER OF THE SAME SUBSTANTIAL DATA STRUCTURE USED IN INDUSTRIAL IoT:

WHAT YOU GET

THEIR DATA ECOSYSTEM

smart monitoring
gets rate and timing of coffeemaking

product health sensing
predicts breakage based usage data

refill and service advertising
send ads for partner products for refills and related interests

replacement advertising
advertise new version when old product is starting to break

partner data use
sell user info to partner companies

data-based user identification
determine information about user through product use

internal data use
improve product, target advertising

$

WHAT THEY GET

ha ha ha!

not again.

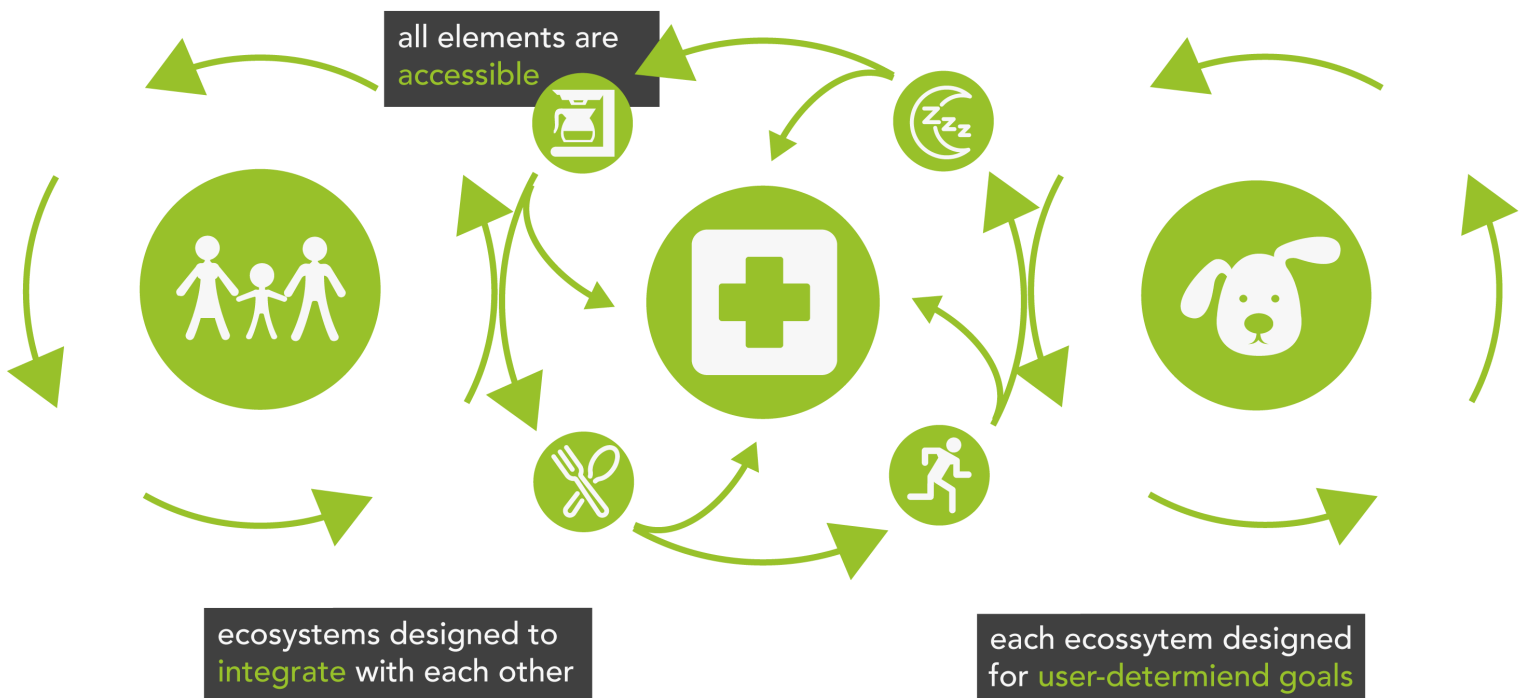# THESE PROFIT ECOSYSTEMS ARE COMMON, BUT
THEY AREN'T IoT'S FINAL FORM

COMPANIES MAKE PRODUCTS AND ECOSYSTEMS THAT FURTHER CURRENT AND FUTURE BUSINESS GOALS

users can't access entire system

separate systems don't integrate

each ecosystem designed to maximize company profit

IN A PERFECT WORLD, YOU WOULD HAVE YOUR OWN DATA ECOSYSTEM WHERE YOU DECIDE WHAT TO CONNECT, RECORD AND OPTIMIZE

all elements are accessible

ecosystems designed to integrate with each other

each ecosytem designed for user-determiend goals

BUT BUILDING IoT HARDWARE AND SOFTWARE IS HARD
THOSE WHO DO IT EITHER HAVE A LOT OF MONEY OR A LOT OF EXPERTISE

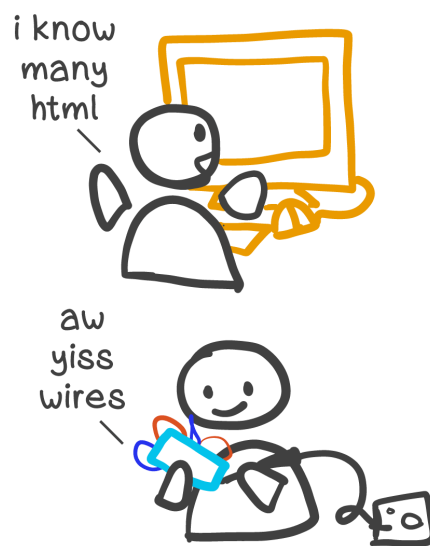that's why we see some products like **FRIDGE CORP'S IoT FRIDGE9000**

which gets rapidly remade by **FRIDGEHACKER22**, **electrical engineer** by day and **maker** by night

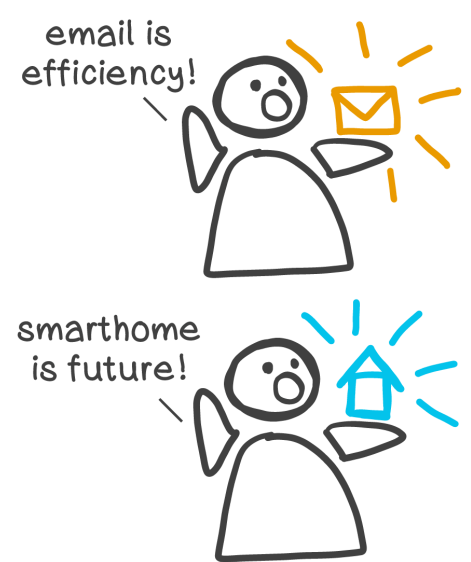## IN THIS WAY, IoT TODAY IS LIKE THE EARLY DAYS OF THE INTERNET

profit-driven products by companies

increase sales!

.COM

get data!

only experts can customize their experiences

i know many html

aw yiss wires

exciting "futuristic" parts are the tip of the iceberg

email is efficiency!

smarthome is future!

IF FUTURE IoT BECOMES AS ACCESSIBLE AS THE INTERNET NOW...

considered essential and used to connect

drives human creativity, sometimes weird & fun
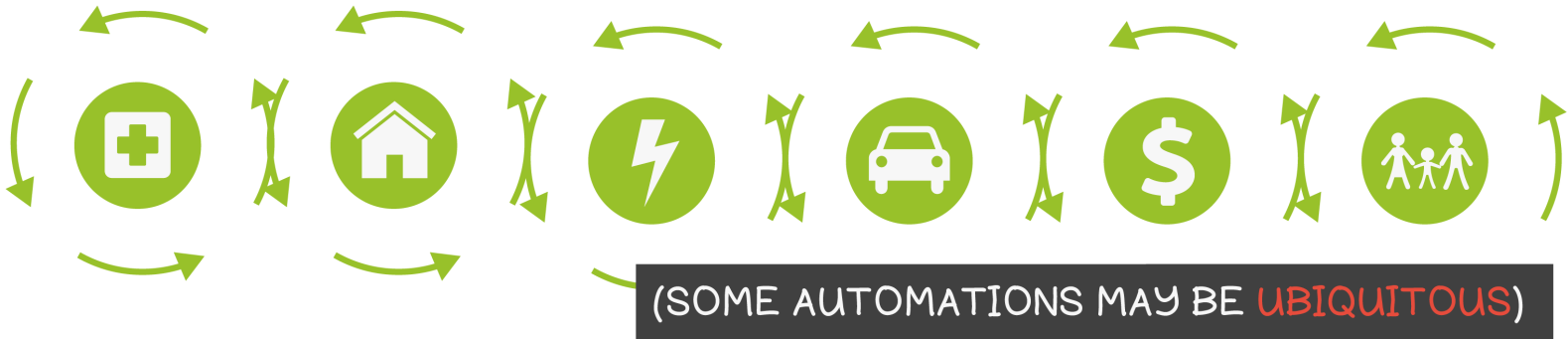
subject to particular human dangers

$

.COM

WHAT WILL IT LOOK LIKE?

THE INTERNET OF THINGS IS WHERE THE PHYSICAL WORLD MEETS THE INTERNET

(THAT'S ALL THE GOOD AND BAD OF THE INTERNET COMING SOON TO A PHYSICAL SPACE NEAR YOU)

WE'VE ALREADY PREDICTED SOME POSSIBLE EVERYDAY ECOSYSTEMS

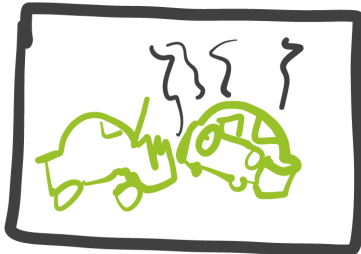(SOME AUTOMATIONS MAY BE UBIQUITOUS)

IT'S HARDER TO PREDICT THE PHYSICAL WORLD EQUIVALENT OF TWITTER

internet connected couch

that's kim kardashian's butt print.

(IT MIGHT BE WEIRD OR WONDERFUL)

BUT IoT WILL HAVE THE SAME DANGERS AS THE INTERNET NOW, AND MORE

FATAL CRASH

...whose connected car was hacked while she was driving it.

(THESE ARE MUCH SCARIER IN THE PHYSICAL WORLD)

SO WHY SHOULD YOU CARE ABOUT THE INTERNET OF THINGS?

WHETHER YOU ARE A
CONSUMER, MAKER, ENGINEER, DESIGNER, INVESTOR, OR CURIOUS HUMAN
YOU ARE A PART OF **WHAT COMES NEXT!**

CHOOSE WHAT YOU BUY

YOU MAKE THE DECISIONS ABOUT WHAT COMPANIES YOU
ALLOW INTO YOUR **HOME**, AND WHAT THEY ARE
ALLOWED TO DO WHEN THEY GET THERE

ADVOCATE FOR YOUR OWN DATA

YOU HAVE THE **RIGHT TO CHOOSE** WHAT DATA COMPANIES CAN USE
AND THE **RIGHT TO KNOW** IF AND HOW YOUR DATA IS SECURED

DESIGN FOR A SAFER CONNECTED FUTURE

NOT WHAT FEELS FUTURISTIC, BUT WHAT WILL ENABLE **SAFE,
POSITIVE CONNECTIONS** BETWEEN PEOPLE IN THE PHYSICAL WORLD
VIA DATA IN THE VIRTUAL WORLD.

AND BE PREPARED!

IT'S PROBABLY COMING
WHETHER WE WANT IT TO, OR NOT

Want more IoT?   Visit me at christinesunu.com