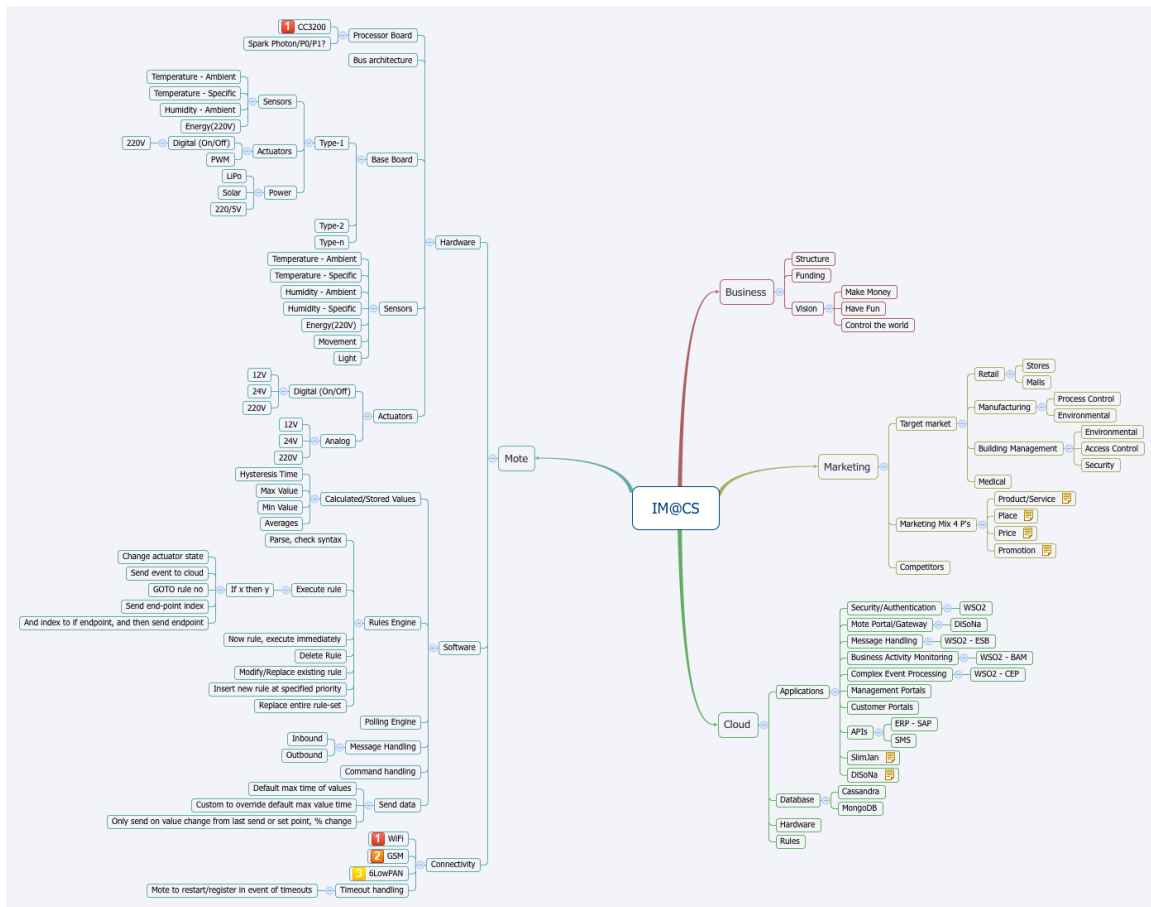


IM@CS

| | |
|---|---|
| IM@CS | 1 |
| 1. Business | 4 |
| 1.1. Structure..... | 4 |
| 1.2. Funding..... | 4 |
| 1.3. Vision | 4 |
| 1.3.1. Make Money | 4 |
| 1.3.2. Have Fun | 4 |
| 1.3.3. Control the world | 4 |
| 2. Marketing..... | 4 |
| 2.1. Target market..... | 4 |
| 2.1.1. Retail | 5 |
| Stores | 5 |
| Malls..... | 5 |
| 2.1.2. Manufacturing..... | 5 |
| Process Control | 5 |
| Environmental | 5 |
| 2.1.3. Building Management | 5 |
| Environmental | 5 |
| Access Control..... | 5 |
| Security | 5 |
| 2.1.4. Medical..... | 5 |
| 2.2. Marketing Mix 4 P's | 5 |
| 2.2.1. Product/Service..... | 5 |
| 2.2.2. Place | 6 |
| 2.2.3. Price | 6 |
| 2.2.4. Promotion | 6 |
| 2.3. Competitors..... | 6 |
| 3. Cloud | 6 |
| 3.1. Applications | 6 |
| 3.1.1. Security/Authentication | 6 |
| WSO2 | 6 |
| 3.1.2. Mote Portal/Gateway..... | 6 |
| DiSoNa..... | 6 |
| 3.1.3. Message Handling | 6 |
| WSO2 - ESB | 7 |
| 3.1.4. Business Activity Monitoring | 7 |
| WSO2 - BAM..... | 7 |
| 3.1.5. Complex Event Processing | 7 |
| WSO2 - CEP | 7 |
| 3.1.6. Management Portals..... | 7 |
| 3.1.7. Customer Portals..... | 7 |

| | | |
|---------|------------------------------|---|
| 3.1.8. | APIs..... | 7 |
| | ERP - SAP | 7 |
| | SMS | 7 |
| 3.1.9. | SlimJan | 7 |
| 3.1.10. | DiSoNa | 7 |
| 3.2. | Database..... | 7 |
| 3.2.1. | Cassandra | 7 |
| 3.2.2. | MongoDB | 7 |
| 3.3. | Hardware..... | 7 |
| 3.4. | Rules | 7 |
| 4. | Mote..... | 7 |
| 4.1. | Hardware..... | 7 |
| 4.1.1. | Processor Board | 8 |
| | CC3200 | 8 |
| | Spark Photon/P0/P1? | 8 |
| 4.1.2. | Bus architecture | 8 |
| 4.1.3. | Base Board | 8 |
| | Type-1 | 8 |
| | Sensors | 8 |
| | Temperature - Ambient | 8 |
| | Temperature - Specific | 8 |
| | Humidity - Ambient | 8 |
| | Energy(220V)..... | 8 |
| | Actuators..... | 8 |
| | Digital (On/Off)..... | 8 |
| | 220V | 8 |
| | PWM | 8 |
| | Power | 8 |
| | LiPo..... | 8 |
| | Solar | 8 |
| | 220/5V..... | 8 |
| | Type-2 | 9 |
| | Type-n | 9 |
| 4.1.4. | Sensors..... | 9 |
| | Temperature - Ambient | 9 |
| | Temperature - Specific | 9 |
| | Humidity - Ambient | 9 |
| | Humidity - Specific | 9 |
| | Energy(220V)..... | 9 |
| | Movement..... | 9 |
| | Light..... | 9 |
| 4.1.5. | Actuators..... | 9 |
| | Digital (On/Off)..... | 9 |
| | 12V | 9 |

| | |
|---|----|
| 24V | 9 |
| 220V | 9 |
| Analog | 9 |
| 12V | 9 |
| 24V | 9 |
| 220V | 9 |
| 4.2. Software | 9 |
| 4.2.1. Calculated/Stored Values | 10 |
| Hysteresis Time | 10 |
| Max Value | 10 |
| Min Value | 10 |
| Averages..... | 10 |
| 4.2.2. Rules Engine | 10 |
| Parse, check syntax | 10 |
| Execute rule | 10 |
| If x then y..... | 10 |
| Change actuator state | 10 |
| Send event to cloud | 10 |
| GOTO rule no | 10 |
| Send end-point index | 10 |
| And index to if endpoint, and then send endpoint | 10 |
| Now rule, execute immediately | 10 |
| Delete Rule | 10 |
| Modify/Replace existing rule..... | 10 |
| Insert new rule at specified priority | 10 |
| Replace entire rule-set | 10 |
| 4.2.3. Polling Engine | 10 |
| 4.2.4. Message Handling | 11 |
| Inbound | 11 |
| Outbound | 11 |
| 4.2.5. Command handling | 11 |
| 4.2.6. Send data | 11 |
| Default max time of values | 11 |
| Custom to override default max value time..... | 11 |
| Only send on value change from last send or set point, % change | 11 |
| 4.3. Connectivity | 11 |
| 4.3.1. WiFi | 11 |
| 4.3.2. GSM..... | 11 |
| 4.3.3. 6LowPAN | 11 |
| 4.3.4. Timeout handling | 11 |
| Mote to restart/register in event of timeouts | 11 |



1. Business

1.1. Structure

1.2. Funding

1.3. Vision

1.3.1. Make Money

1.3.2. Have Fun

1.3.3. Control the world

2. Marketing

2.1. Target market

2.1.1. Retail

Stores

Malls

2.1.2. Manufacturing

Process Control

Environmental

2.1.3. Building Management

Environmental

Access Control

Security

2.1.4. Medical

2.2. Marketing Mix 4 P's

2.2.1. Product/Service

What does the customer want from the product/service? What needs does it satisfy?

What features does it have to meet these needs?

- Are there any features you've missed out?

- Are there any features you've missed out?

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Are there any features you've missed out?

Are you including costly features that the customer won't actually use?

How and where will the customer use it?

What does it look like? How will customers experience it?

What size(s), color(s), and so on, should it be?

What is it to be called?

How is it branded?

How is it differentiated versus your competitors?

What is the most it can cost to provide, and still be sold sufficiently profitably? (See also Price, below

2.2.2. Place

Where do buyers look for your product or service?

Or online? Or direct, via a catalogue?

How can you access the right distribution channels?

Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalogue companies?

What do your competitors do, and how can you learn from that and/or differentiate?

2.2.3. Price

What is the value of the product or service to the buyer?

Are there established price points for products or services in this area?

Is the customer price sensitive? Will a small decrease in price gain you extra market share? Or will a small increase be indiscernible, and so gain you extra profit margin?

What discounts should be offered to trade customers, or to other specific segments of your market?

How will your price compare with your competitors?

2.2.4. Promotion

Where and when can you get across your marketing messages to your target market?

Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards? By using direct marketing mailshot? Through PR? On the Internet?

When is the best time to promote? Is there seasonality in the market? Are there any wider environmental issues that suggest or dictate the timing of your market launch, or the timing of subsequent promotions?

How do your competitors do their promotions? And how does that influence your choice of promotional activity?

2.3. Competitors

3. Cloud

3.1. Applications

3.1.1. Security/Authentication

WSO2

3.1.2. Mote Portal/Gateway

DiSoNa

3.1.3. Message Handling

WSO2 - ESB

3.1.4. Business Activity Monitoring

WSO2 - BAM

3.1.5. Complex Event Processing

WSO2 - CEP

3.1.6. Management Portals

3.1.7. Customer Portals

3.1.8. APIs

ERP - SAP

SMS

3.1.9. SlimJan

Analyses data and modifies or creates Mote rules

3.1.10. DiSoNa

Acts as COAP gateway/Proxy.

3.2. Database

3.2.1. Cassandra

3.2.2. MongoDB

3.3. Hardware

3.4. Rules

4. Mote

4.1. Hardware

4.1.1. Processor Board

CC3200



Spark Photon/P0/P1?

4.1.2. Bus architecture

4.1.3. Base Board

Type-1

Sensors

Temperature - Ambient

Temperature - Specific

Humidity - Ambient

Energy(220V)

Actuators

Digital (On/Off)

220V

PWM

Power

LiPo

Solar

220/5V

Type-2

Type-n

4.1.4. Sensors

Temperature - Ambient

Temperature - Specific

Humidity - Ambient

Humidity - Specific

Energy(220V)

Movement

Light

4.1.5. Actuators

Digital (On/Off)

12V

24V

220V

Analog

12V

24V

220V

4.2. Software

4.2.1. Calculated/Stored Values

Hysteresis Time

Max Value

Min Value

Averages

4.2.2. Rules Engine

Parse, check syntax

Execute rule

If x then y

Change actuator state

Send event to cloud

GOTO rule no

Send end-point index

And index to if endpoint, and then send endpoint

Now rule, execute immediately

Delete Rule

Modify/Replace existing rule

Insert new rule at specified priority

Replace entire rule-set

4.2.3. Polling Engine

4.2.4. Message Handling

Inbound

Outbound

4.2.5. Command handling

4.2.6. Send data

Default max time of values

Custom to override default max value time

Only send on value change from last send or set point, % change

4.3. Connectivity

4.3.1. WiFi

1

4.3.2. GSM

2

4.3.3. 6LowPAN

3

4.3.4. Timeout handling

Mote to restart/register in event of timeouts