



The IoT Inc Business Meetup Silicon Valley

Opening remarks and guest presentation

Join us on August 6 at 6PM (PST)

Creating the Best

User Experience
by Connecting People
through IoT

Matias Rodriguez & Andres Angelani

GLOBANT



IoT Inc. Meetup

Bruce Sinclair (Organizer): bruce@iot-inc.com



Target of Meetup

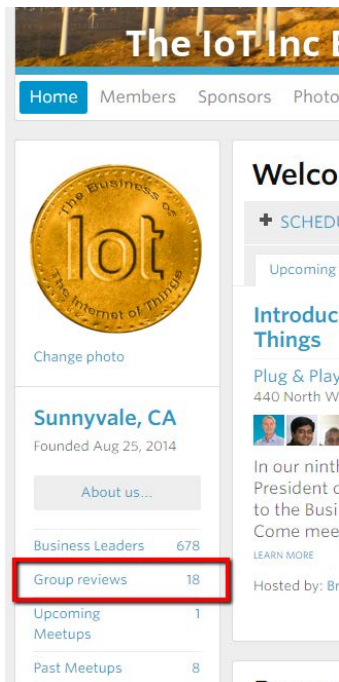
For business people selling products and services into IoT
but of course everyone else is welcome: techies, end-users, ...

Focus of presentations and discussions:

Business Models
Support Sales
Marketing Distribution
Post Sales
Pre Sales
Finance



Looking for Help



Reviews

- Help attract great speakers and members
- If you've been attending for a while and like the group, go to homepage to leave a review

Help for our sponsor

- Need to justify their continued support
- Plug and Play are looking to partner with companies big and small



Become a sponsor

Suggest locations to hold future meetings

Notes



Presentation, video and notes from today's meeting will be sent in one week

Looking for local contacts at big consulting firms

- McKinse
- Bain
- Deloitte
- PwC
- KPMG



Creating the **Best User Experience** by **Connecting**
People through the **IoT**

Emerging technologies create a HUGE opportunity



Big Data

Mobile

Cloud Computing



Internet of things

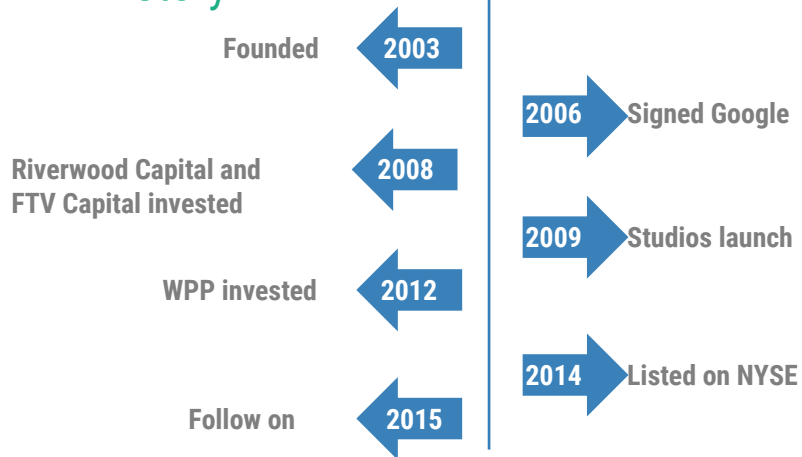
Social

Wearables

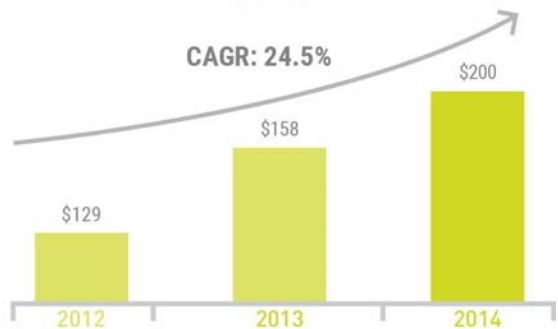
Gamification

These technology revolutions have unlocked many new ways for companies to connect with customers

History



Revenue Growth (\$M)



Selected Clients



Our Talent > 4,500 employees
> 90% Engineering

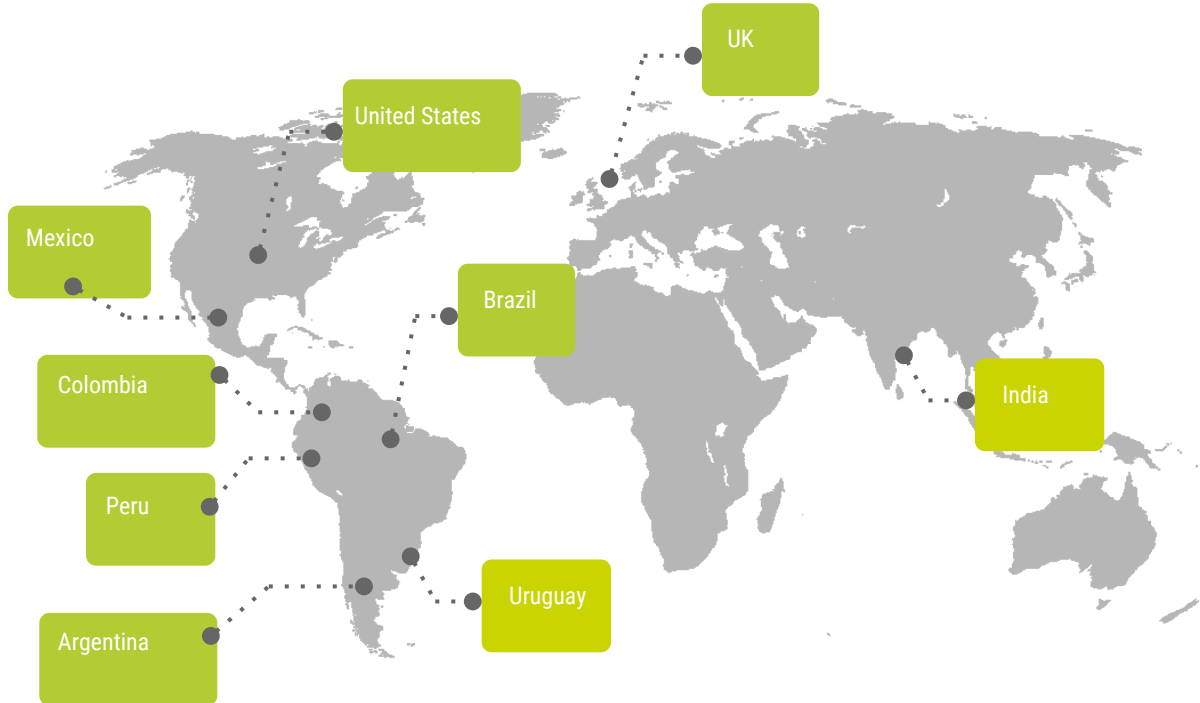


STANFORD
UNIVERSITY

Gartner



Strong presence in North America, Latam and new operations in Asia, great regions to create next-gen software



Multiple time zones enabling us to deliver agile services to our customers, global corporations



Cultural similarities and strong history of innovation



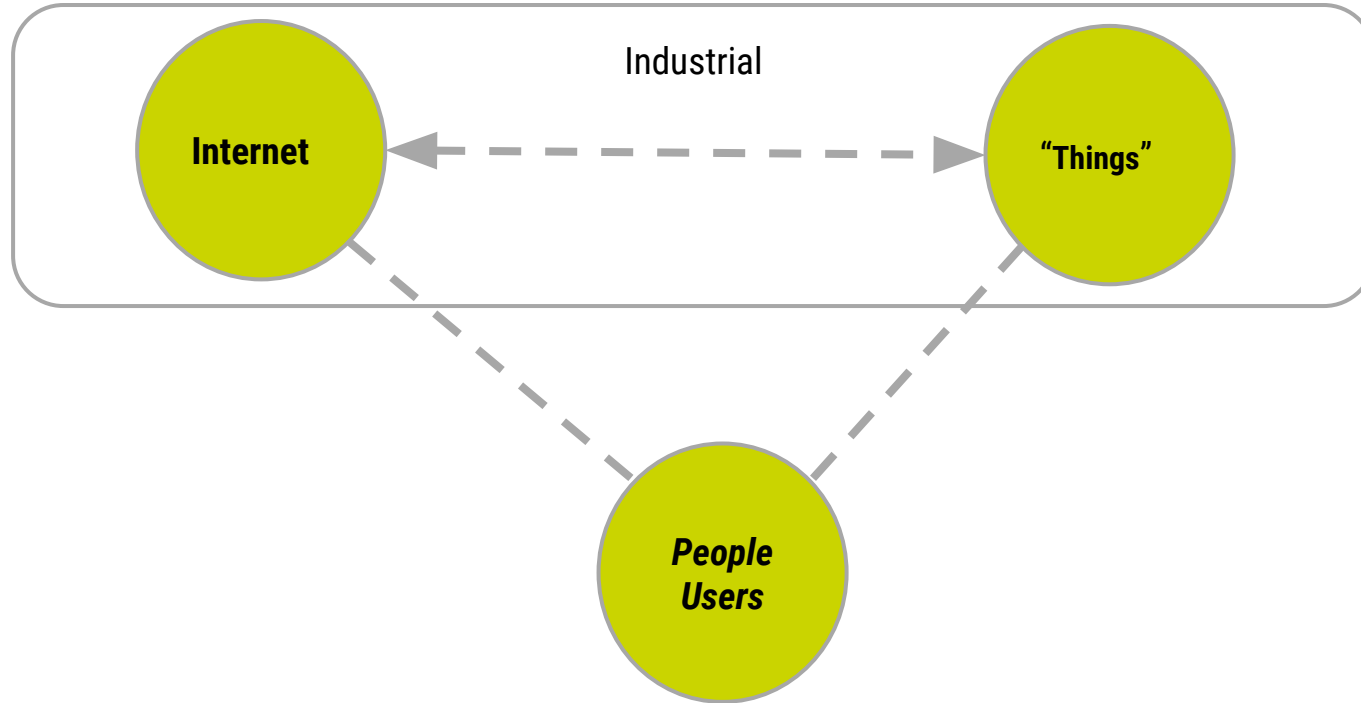
Unlimited talent pool of highly educated IT professionals



Argentina and Brazil have been in the top 10 of the Gunn Report's Global Index of Creativity Excellence in Advertising for the last 16 years

Connecting people through the IoT

The “things” in IoT are only the vehicle that enables people to connect with each other and better interact with the world around them through innovation and connected solutions with cutting edge integration of big data, machine learning, gaming mechanics and IoT devices.





Our Studios: deep pockets of expertise





OUR FOOTPRINT in IOT Space

SOME OF OUR CLIENTS:



METRICS

35+
Developers

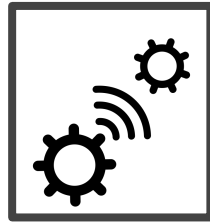
**IoT Cloud
Services**

**Rapid
Prototyping
Lab**

**Electrical
Engineering**

**Industrial
Design**

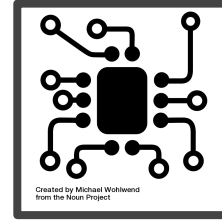
PRACTICES



IoT Cloud Services
Development



Magical
Experiences



Custom HW Dev



Home/Industrial
Automation



Wearable
Development



"The most **profound technologies** are those that **disappear**.

They weave themselves into the **fabric of everyday life** until they are **indistinguishable** from it"

Mark Weiser, Scientific American - 1991.



COMMAND LINE INTERFACE

Left

```

Email (00:59:42):
1d [Egon.] HUP poll
2d [Iury.] Have STRIO(a,b)?
3d [Iury.] Expand Your World - Subscribe
5d [khal] 2019 03:04 = 2019 03:04 03:04

~/mc/doc
Name                               St      Size  Permission
UP-DIR                             UP-DIR  4,096  d-rwxr-xr-x
hints                             hints   4,096  d-rwxr-xr-x
/hlp                               /hlp    4,096  d-rwxr-xr-x
/man                               /man    4,096  d-rwxr-xr-x
.gitignore                         .gitignore 37    rw-rw-r--r-
COPYING                           COPYING 37,346 rw-rw-r--r-
FAQ                               FAQ      34,263 rw-rw-r--r-
HACKING                           HACKING 13,861 rw-rw-r--r-
INSTALL                           INSTALL 16,712 rw-rw-r--r-
INSTALL_FAST                       INSTALL 2,172  rw-rw-r--r-
MAINTAINERS                       MAINTAINERS 26    rw-rw-r--r-
MIRRORS.txt                       MIRRORS.txt 244    rw-rw-r--r-
Makefile.am                       Makefile.am 232    rw-rw-r--r-
NEWS                             NEWS      29,806 rw-rw-r--r-
NEWS_OLD                         NEWS_OLD 58,653 rw-rw-r--r-
README                           README    29,746 rw-rw-r--r-
README.QNX                       README.QNX 6,010  rw-rw-r--r-
TODO                             TODO      9,828 rw-rw-r--r-
dosygen-include.am               dosygen-include.am 11,624 rw-rw-r--r-
dosygen.cfg                      dosygen.cfg 5,669  rw-rw-r--r-
filehighlight.txt                filehighlight.txt 764    rw-rw-r--r-
keybind-migration.txt            keybind-migration.txt 50,120 rw-rw-r--r-

```

Right

```

HS (00:59:42):
14m getting parse error on input '='
30m ansi-terminal how to get cursor.
45m How does one typically use a set.
77m Printing each Character Typed 'w'

[{}]-[
~/public_html/d/
'n                               'n      Name                               St      Size  Modify time
UP-DIR                           UP-DIR  4,096  Jul 17 2014
./                                ./       4,096  Aug 8 2013
./includes                       ./includes 4,096  Aug 8 2013
./misc                           ./misc    4,096  Aug 8 2013
./modules                         ./modules 4,096  Aug 8 2013
./profiles                       ./profiles 4,096  Aug 8 2013
./scripts                        ./scripts 4,096  Aug 8 2013
./sites                          ./sites   4,096  Aug 8 2013
./themes                         ./themes  1,874  Aug 8 2013
.gitignore                       .gitignore 174    Aug 8 2013
.htaccess                       .htaccess 5,767  Aug 8 2013
CHANGELOG.txt                   CHANGELOG.txt 82,086 Aug 8 2013
COPYRIGHT.txt                   COPYRIGHT.txt 1,481  Aug 8 2013
INSTALL.mysql.txt               INSTALL.mysql.txt 1,451  Aug 8 2013
INSTALL.pgsql.txt              INSTALL.pgsql.txt 1,874  Aug 8 2013
INSTALL.sqlite.txt              INSTALL.sqlite.txt 1,298  Aug 8 2013
INSTALL.txt                     INSTALL.txt 17,861 Aug 8 2013
LICENSE.txt                     LICENSE.txt 18,092 Sep 18 2011
MAINTAINERS.txt                MAINTAINERS.txt 8,191  Aug 8 2013
README.txt                     README.txt 5,376  Aug 8 2013
UPDATE.txt                     UPDATE.txt 2,642  Aug 8 2013
authorize.php                   authorize.php 6,604  Aug 8 2013
cron.php                       cron.php   720    Aug 8 2013
index.php                      index.php  520    Aug 8 2013
install.php                     install.php 703    Aug 8 2013
robots.txt                     robots.txt 1,561  Aug 8 2013
update.php                      update.php 10,941 Aug 8 2013
web.config                     web.config 2,178  Aug 8 2013
xmlrpc.php                     xmlrpc.php 417    Aug 8 2013

```

keybind-migration.txt | 50,120 | rw-rw-r--r- | 492M/24C (1%) | web.config | 2,178 | Aug 8 2013 | 492M/24C (1%) |

keybind-migration.txt | 50,120 | rw-rw-r--r- | 492M/24C (1%) |

~/moofie@moofie-desktop:~/mc/doc\$

14m 20m 30m 40m 50m 60m 70m 80m 90m 100m

```

Welcome to ::Jamming Signal BBS::
Run on a REAL Commodore 64!
Located in Toronto, Canada.

For more information, please visit
http://www.jammingsignal.com

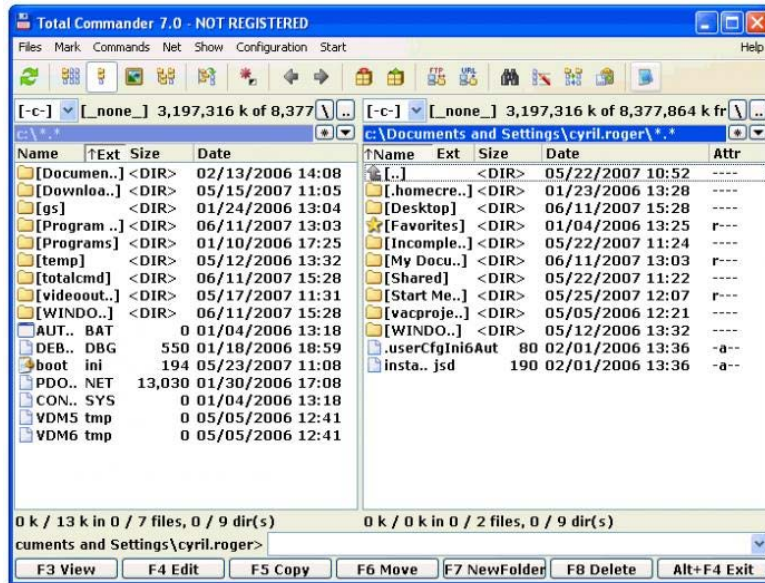
If you are just having a look,
please login as GUEST, password
guest. If you wish to apply for
permanent membership, login as
NEW.

Name/#/NEW:■

```

SHALL WE PLAY A GAME?





World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#)

[What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), [X11 Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help?](#)

If you would like to support the web.

[Getting code](#)

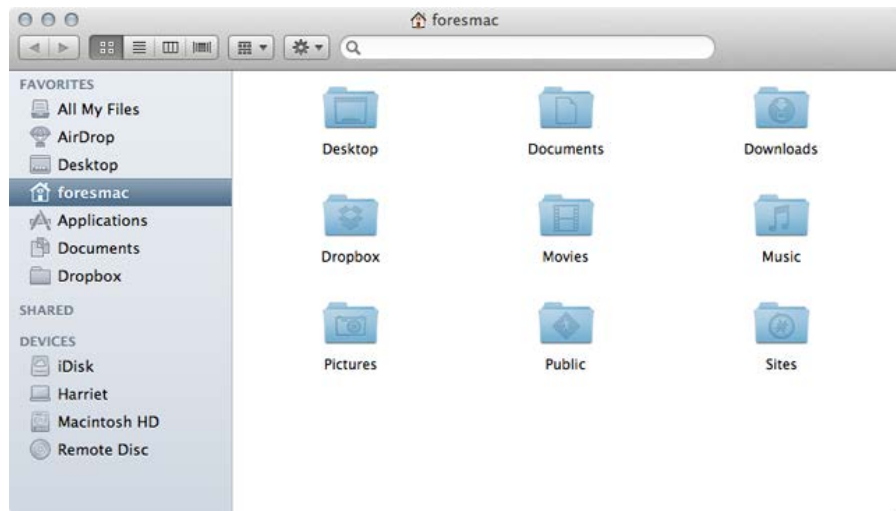
Getting the code by [anonymous FTP](#), etc.

ENG

ART

* Graphics Design, Pixel Art, still not much on the ergonomics.

GUI v2 (UX / UI)



UX

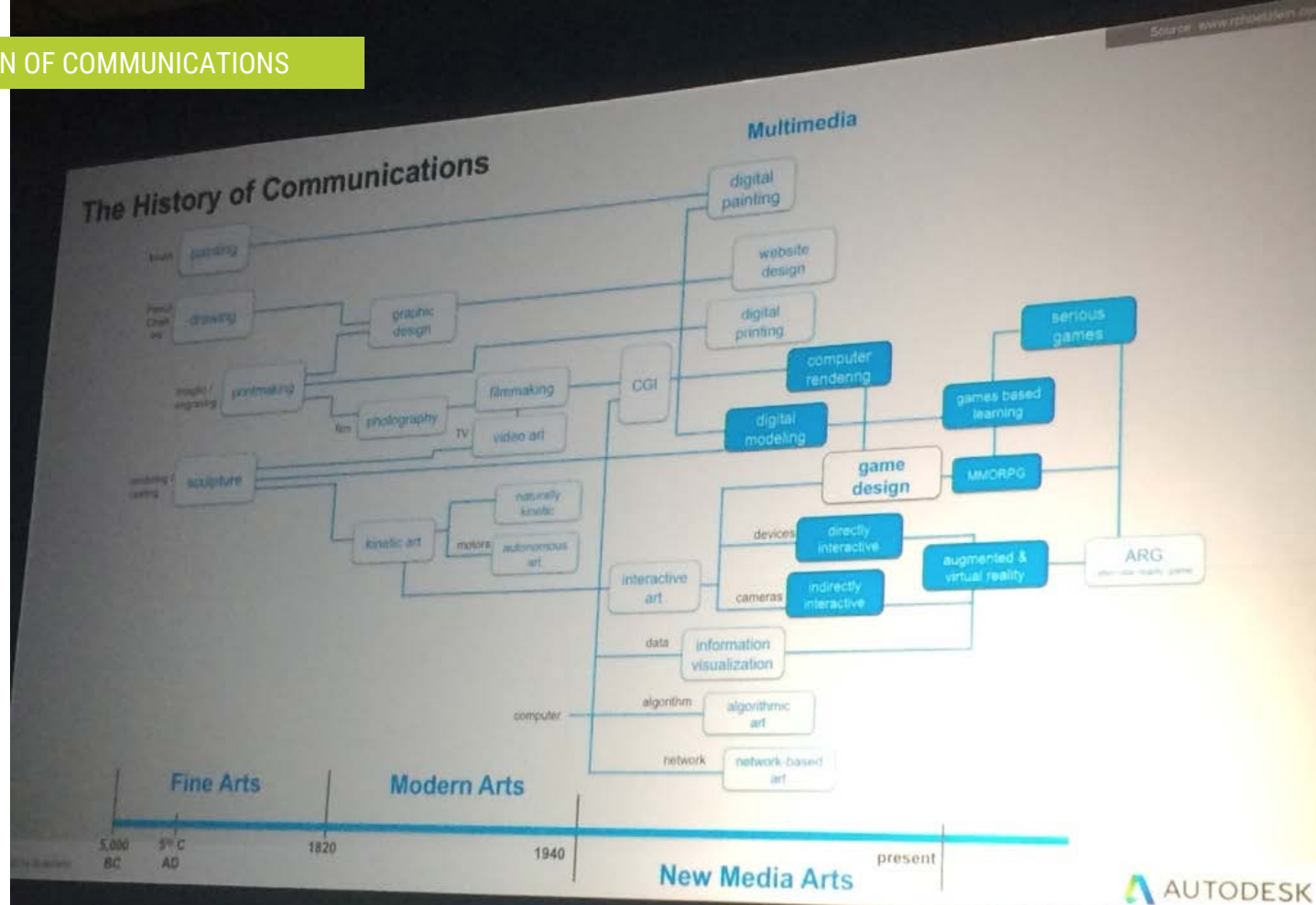
UI

ENG

3D
ART

NATURAL USER INTERFACE

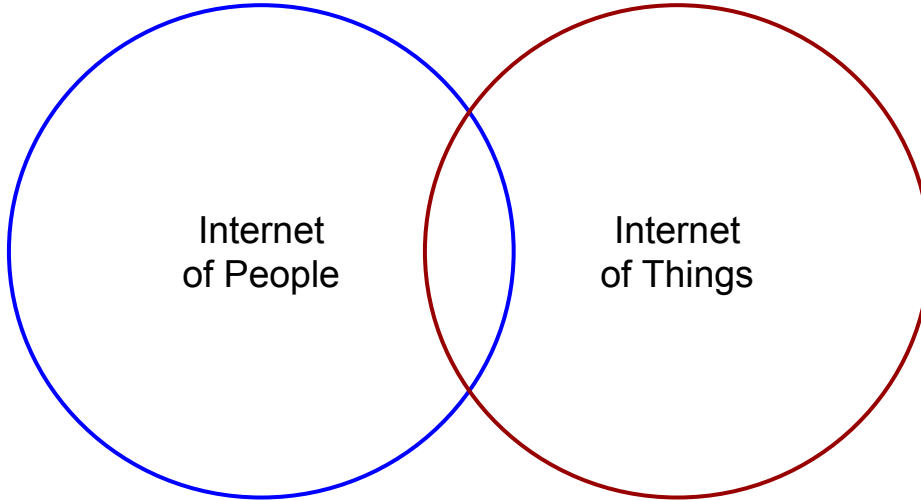




HOW WE CONNECT BOTH WORLDS?

IoP

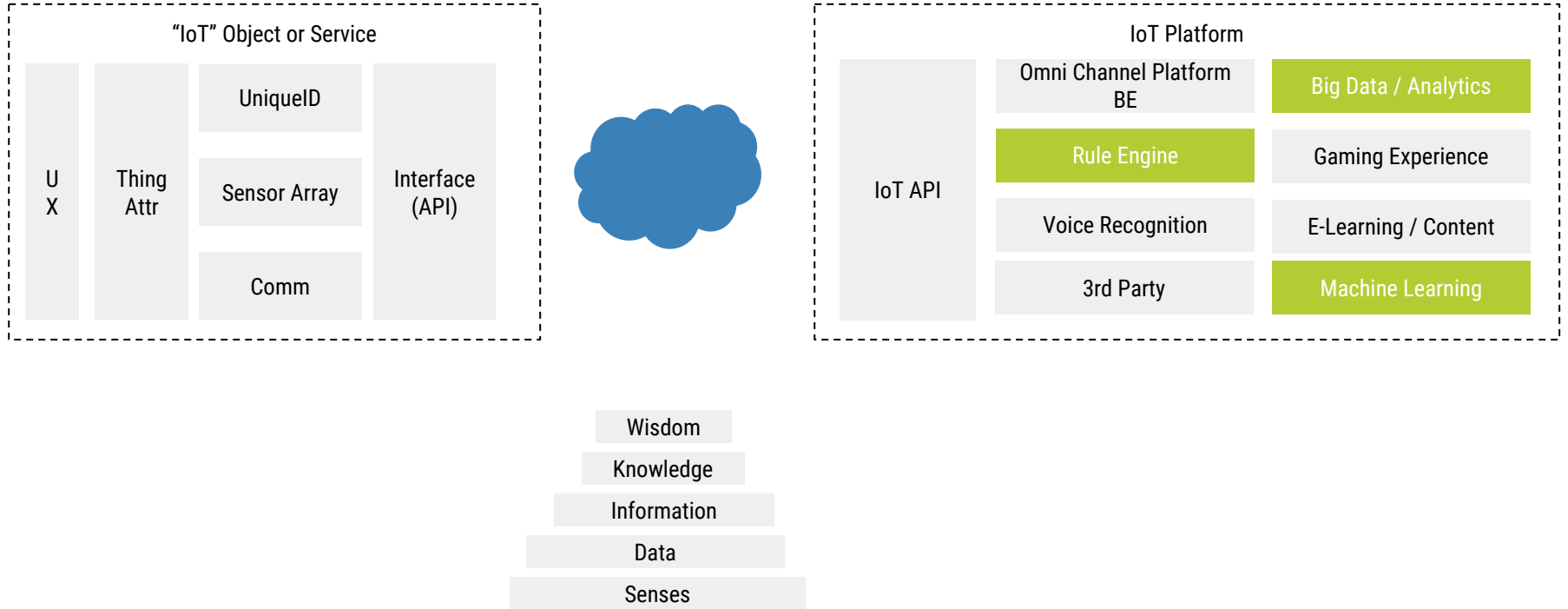
Internet was developed by the people for the people.
Content produced by people.



IoT

M2M Evolved to the Cloud.
More content generated by machines.

High Level Blueprint



QUICK LINK DASHBOARD

KITCHEN

DINING ROOM

ROOF TERRACE

M. BEDROOM

REC ROOM

MASTER BATH



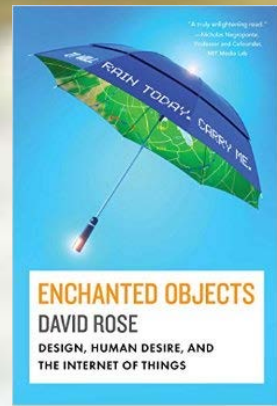
ARCH VIRTUAL
Virtual Architecture and Environment Design

com

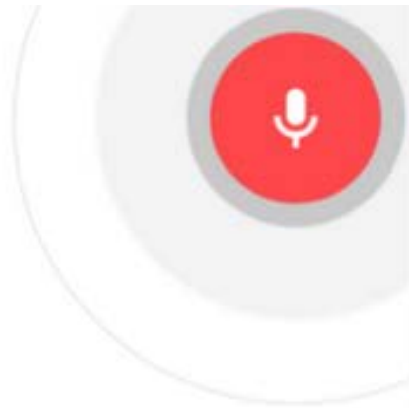
HAPTICS FEEDBACK



LIGHTING

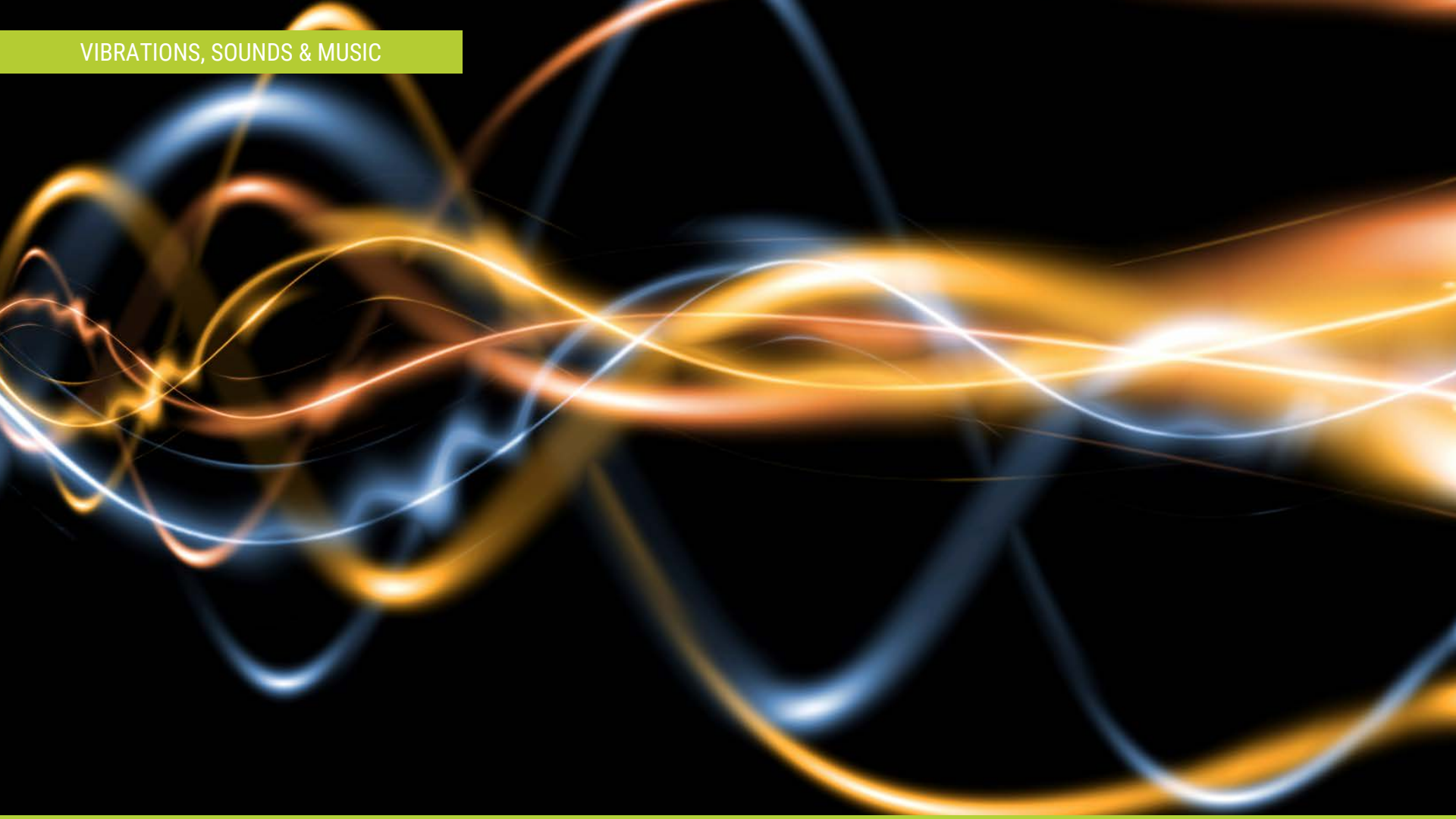


Google



amazon echo

VIBRATIONS, SOUNDS & MUSIC



VIBRATIONS & MOVEMENT



SMELLS & TASTE





MAGICAL EXPERIENCES

STORYTELLING

IMMERSION

HAVE FUN

COMMUNITY

IDENTITY

Innovation Session

Specialized session conducted from the San Francisco Lab Team



Ideation session

Brainstorming around ideas
for a Special Gift

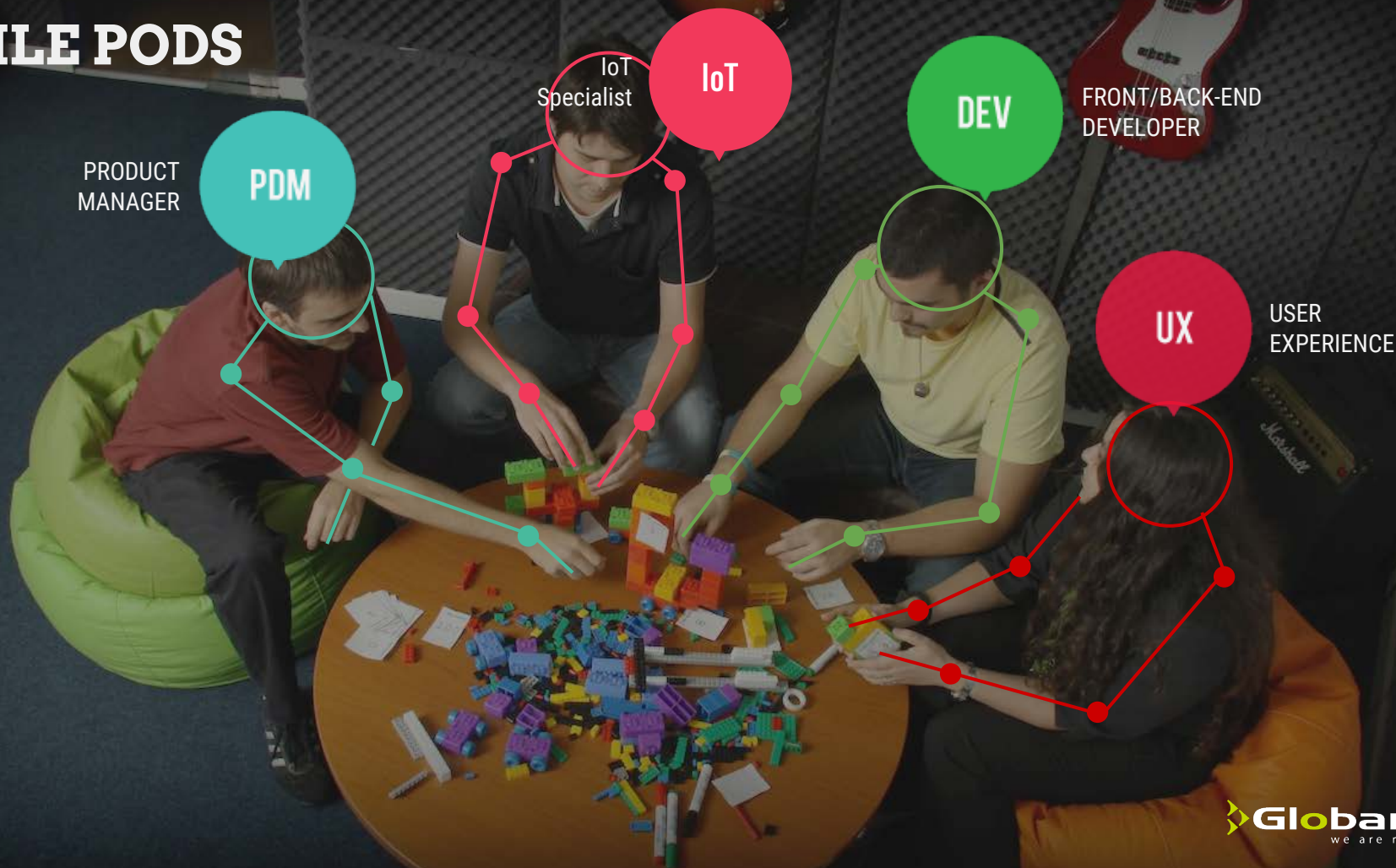
Analysis and insight
from the SF Lab team.

Prototype Development

Engineering team to develop
a quick prototype to test the
concept.

Create a solution for near field object tracking.... UbiClip was born

AGILE PODS



Engineering phase

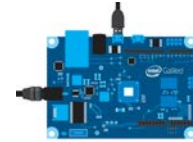
UbiClip Solution

Hardware device + Mobile App:

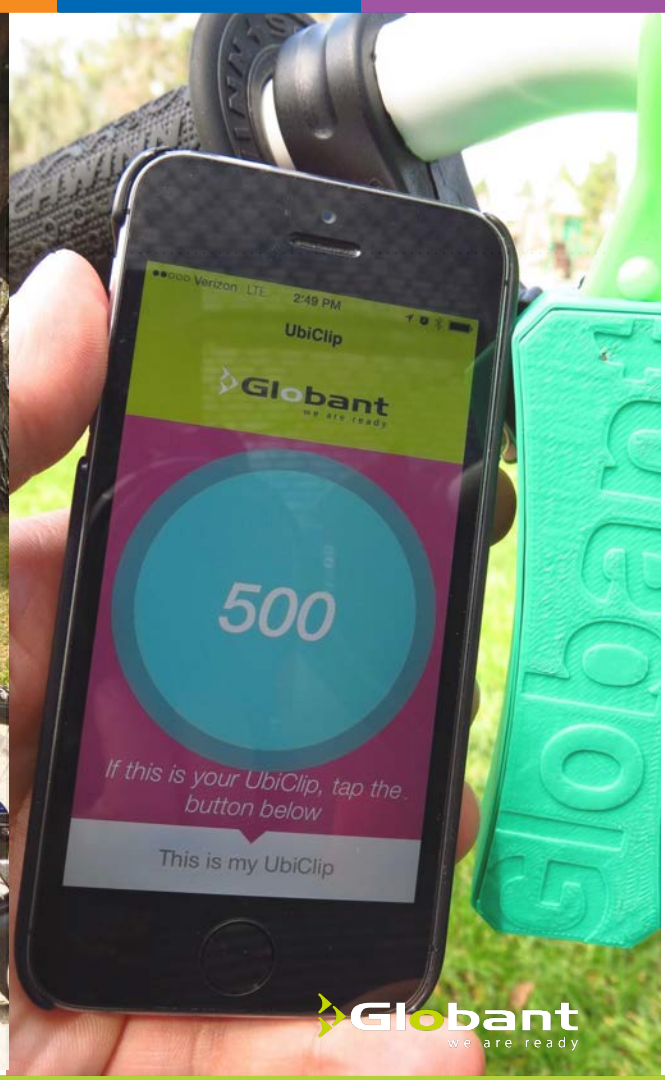
- Near field distance tracking.
- Localization mechanism.
 - Make the keyfob trigger a sound
- Mobile App to link.
 - Track distance.
 - Speech guidance.
 - Remote Control.

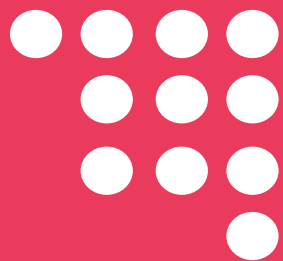


Development Time: 5 Working Days.



Field Testing





OUR EXPERIENCE



Arrayent

Remotely monitor and control connected devices such as lights, smart plugs, thermostats and sensors with customizable UX/UI

Connected home- Launchpad app for different vendors Thermostat, Garage Door Opener, Lighting control, Home Sensor

Globant Built Arrayent Mobile Framework helps mobile app developers rapidly bring intuitive, reliable apps to market

Demo, CES Apps Remotely monitor and control connected devices such as lights, smart plugs, thermostats, oven and sensors

Lighting Application Exciting, individual and completely new lighting options for your home
Battery Charger Smaller, Portable and Convenient, Monitoring, Controlling

Connected Cloud Layer
SDK/Framework for ISV mobile Apps
Mobile Apps



Lightify by Osram

The app installed on your smart phone or tablet allows a user to control networked LED products such as lamps, luminaires, flexible LED strips and garden light.

The wireless LIGHTIFY light management system can be expanded at any time. Users can integrate up to 50 different LED products into one LIGHTIFY system. And configure and control all connected LED lamps and luminaires with just one app.

UX Design:
Information Architecture, Interaction & Visual Design

Technology:
iOS & Android

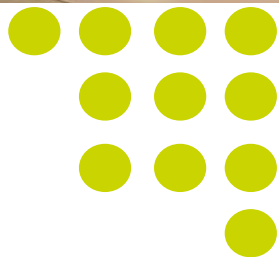


SnapAV : Smart Connect Platform

Product suite for cloud-based remote management of smart devices

Product Features

- Remote management of IP-enabled devices
- Real-time 2-way updates
- Support for Multiple product lines – Wattbox, IP Camera, Switches, Routers, UPS, NVRs
- Support for tablet apps (hybrid and mobile web)



www.globant.com

Thank you!



Contact

Adi Merschon - Client Partner

Mobile: +1 (408) 205-6555

adi.merschon@globant.com

 **Globant**
we are ready