

connected+

Enabling the smart home & a smarter life



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- *Discuss, gain insights, and be part of an ever-evolving market*
- *Learn how to monetize and thrive in the connected life industry*
- *Network and create strategic partnerships that empower your business*





Expert Interview Series



Frederic Bastien
Co-Founder & CEO
MNUBO

mnuvo provides Big Data and Analytics to the Internet-of-Things (IoT) and Machine-to-Machine (M2M) space - enabling 'connected things' to become 'smart objects'. mnuvo's focus is to help extract true value from sensor data by delivering advanced analytics, strategic insights, and enabling richer applications. mnuvo's SmartObjects Service is a SaaS-based solution used by connected object manufacturers to connect, collect, and analyze their object data. We had the pleasure of speaking with Frederic Bastien, Co-Founder & CEO of mnuvo about the industry. Read his insights below!

Q: Is Big Data critical in delivering a true, smart, and connected home?

analytics are an essential requirement to delivering a personalized, smart, home experience.

A: The connected home is the next frontier for Big Data. The first one was from web traffic, and the second wave will be focused on the massive amount of data generated from the home - this is where consumers spend the majority of their time! Today, home data is completely under-utilized; IoT

A: There are a number of different angles we can explore with data. To date, we focus on three main areas. The first is geared towards enhancing the overall product experience; determining how the product is used, detecting anomalies, extending the lifetime of products and so on. The second, focuses on energy consumption and increasing efficiencies in the home. The third angle is about security; creating security profiles, providing targeted recommendations, and minimizing downtime.

Q: What kind of insights can be derived from consumer data in the smart home?



"Home data is completely under-utilized today"

Q: What is preventing us from achieving a true smart home?

A: The one challenge that doesn't impact us as much, is the interoperability challenge. However it does present many challenges to the players closest to the field (object makers, chipset manufacturers, etc). There are too many companies coming up with closed environments, which adds to the complexity of the ecosystem and limits the options available to end users.

In our field, in terms of using and making sense of data, I think that the two biggest challenges we face include; A) a lack of visible examples depicting how connected homes improve the life of the end user, and B) privacy and security. Consumers are apprehensive when it comes to sharing their personal information because they don't understand how their data is used and protected. Transparency between ecosystem partners and consumers will help overcome this concern.

A: To date there has been a massive take up, but consumer education will continue to evolve over the next 10 years. Consumers need to be comfortable with the amount of data being collected, an example of this can be found in 'pay-as-you-drive' car insurance. From the onset, the industry accepted onboard diagnostic devices because they were perceived as feeding metrics back to the end user to enhance the overall experience. For the smart home to develop, we need the same understanding.

Q: Are consumers more aware of the value of IoT data analytics?

"The consumer take up for smart homes is growing, and that's going to lead to a greater level of self-awareness"

Q: Where do you see the connected home headed in Canada?

A: As the consumer take up for smart homes continues, it's going to lead to a greater level of self-awareness. I do hope that it's going to result in a better utilization of resources, including demand-response management when it comes to energy. I also think that we'll see visible features that use augmented data.



CONNECTED+ is tailored to meet the industry's need for a unified and collaborative forum, that paves the way to IoT application and smart home success

If you have any questions, please don't hesitate to contact us +1-416-645-3756 or email us at vcaudan@corp-agency.com

Register now at: <http://www.connectedplusshow.com/register.html> and we look forward to seeing you at the Connected+ 2015 Conference!