



DIGI

IMC

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**JOEL K YOUNG
DIGI INTERNATIONAL**



The Internet of Things Is Everywhere



WHAT ARE THE DRIVERS?

Consumers

Convenience

Entertainment

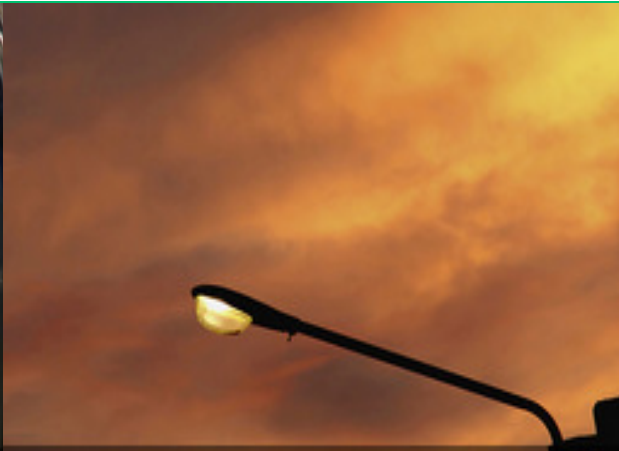
Personal well being

Commercial

Efficiency

Customer stickiness

New Revenue



WHAT ARE YOUR PROBLEMS





ASPIRIN OR VITAMIN?

POWERDASH: SOLAR ENERGY

powerdash

Energy intelligence. Anywhere.

Solution

Cellular gateways connects smart meters and solar panel arrays to the PowerDash software-as-a-service solution.

Results

Off-the-shelf products and cloud service enabled PowerDash to get to market quickly and provide value-added services to their customers.



“I have been involved in this type of work for eight years and the challenge has always been getting the required data from the different devices. We have delivered on the promise of Smart Energy.”

Stephen Lapointe, Principle,
PowerDash

A TEK: TANK MONITORING

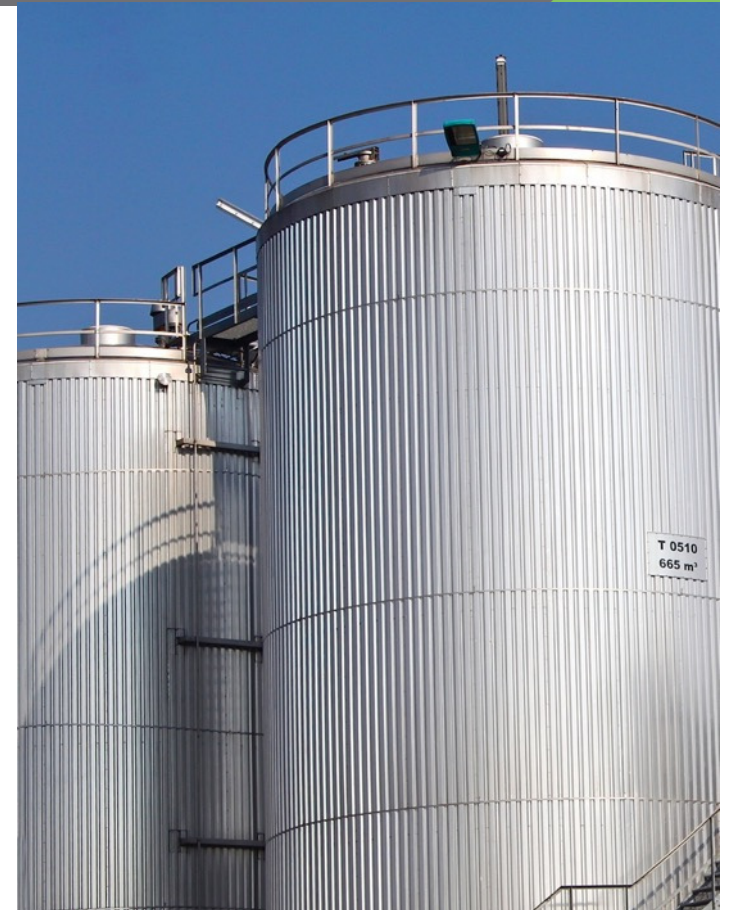


About ATEK

ATEK TankScan makes it easy to monitor fluid levels anytime, anywhere. It scales from one to over 100,000 tanks, lets you set alerts and provides timely reports.

Challenge

Remote monitoring and management solution for geographically dispersed sites.



ATEK: TANK MONITORING



Solution

ATEK transformed from a hardware to a services based model and elevate customer service to a whole new level by monitoring equipment status in addition to tank level.

Results

ATEK was able to move from a reactive to preventative-based service model driving operational efficiencies and unlocking new revenue streams.



"We knew we could do more with the data if the devices could speak to us."

- Sherri McDaniel, President of ATEK Access Technologies

BIGBELLY: SOLAR-POWERED TRASH COMPACTOR



About Bigbelly

- Bigbelly wants to transform the waste collection & recycling industry.
- Deployed in more than 45 countries worldwide, Bigbelly has won numerous environment leadership awards.

Challenge

- Bigbelly needed a way to wirelessly monitor and manage the bins.
- Lack of in-house expertise to develop the cellular hardware and firmware for the intelligent waste units.



BIGBELLY: SOLAR-POWERED TRASH COMPACTOR



Solution

- Custom cellular connectivity solution providing status to cloud application for easy monitoring of level and system health.

Results

- Philadelphia saved \$800K in the first year.
- Program will save \$13M over 10 years.
- Eliminates 4 out of 5 collection trips.
- Cities in 45 other countries have seen similar results:



SUPERBOWL COMMERCIAL: #UPFORWHATEVER

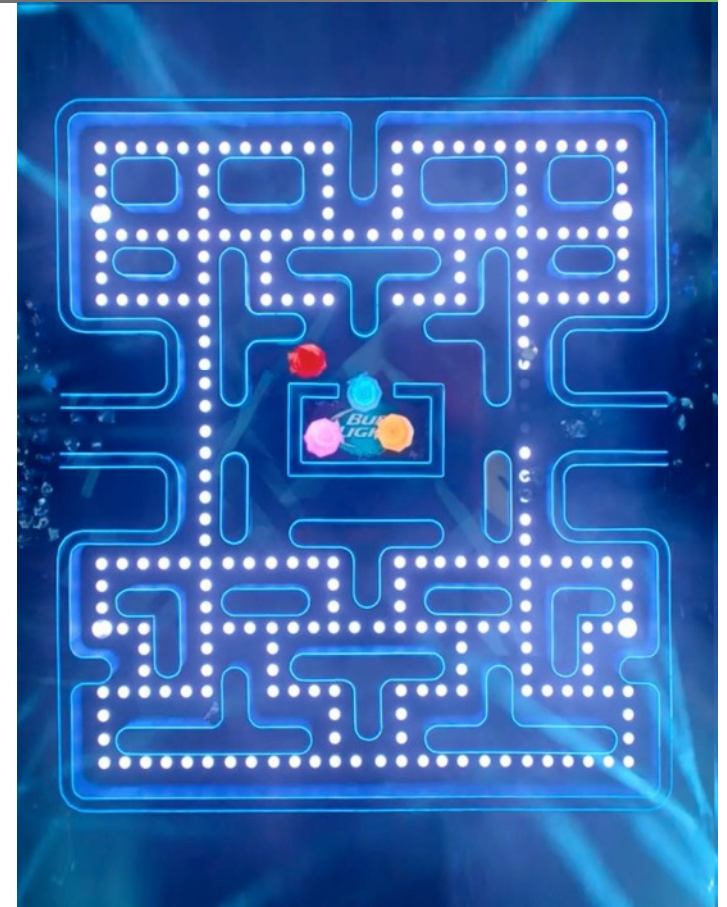


About BBDO

Budweiser asked BBDO to create a SuperBowl commercial for their #UpForWhatever campaign.

Challenge

Wirelessly connect each roller-skating ghost (each lit with about 4,000 LEDs) and control them for the ghosts' flashing sequences.



SUPERBOWL COMMERCIAL: #UPFORWHATEVER



Solution

XBee RF modules connected each of the ghosts enabling the designer to send commands changing colors and causing the ghosts to blink.

Results

- Over 100 million viewers.
- Ad agency is a hero for creating one of the most buzzworthy SuperBowl commercials.



"With the pressure of over 100 million viewers and a multi-million dollar campaign resting on these electronics, the Parallax coupled with an XBee PRO was an easy choice."

Rick Galinson, Designer
BBDO

MONSTER MEDIA: DYNAMIC CONTENT

monster**MEDIA**

About Monster Media

Monster Media is a full-service media company that specializes in digital out-of-home (DOOH) advertising.

Challenge

In order to deliver content to displays and create a unique experience for users, Monster Media needed a connectivity solution that's quick to deploy and scalable. In addition to quick and easy, the connection must be reliable and secure.



MONSTER MEDIA: DYNAMIC CONTENT


monster**MEDIA**

Solution

Cellular routers are easily installed; they are much more discreet than a satellite dish; and because of their small size they are the most scalable solution. Connected to backend cloud management system provides health and content management.

Results

Monster Media can now easily manage hundreds and thousands of cellular connected media displays with a secure connection. Cellular offers a winning combination of efficiency, scalability and security.



“Cellular routers make our solution more scalable and manageable than we ever imagined.”

James Laurino, Director of Research & Development, Monster Media