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AIOTI





Alliance for  
Internet of Things  
Innovation

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# The IoT Industry in Europe

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# Why does IoT matter?

A black and white photograph of a crowded staircase, likely in a public building or museum. The image is characterized by significant motion blur, giving a sense of a busy, dynamic environment. People are seen ascending and descending the stairs, their forms blurred into streaks of light and shadow. The architecture features large stone columns and metal railings. In the background, a sign on the wall reads "e Sortie" with a directional arrow. The overall composition conveys a sense of constant movement and activity.

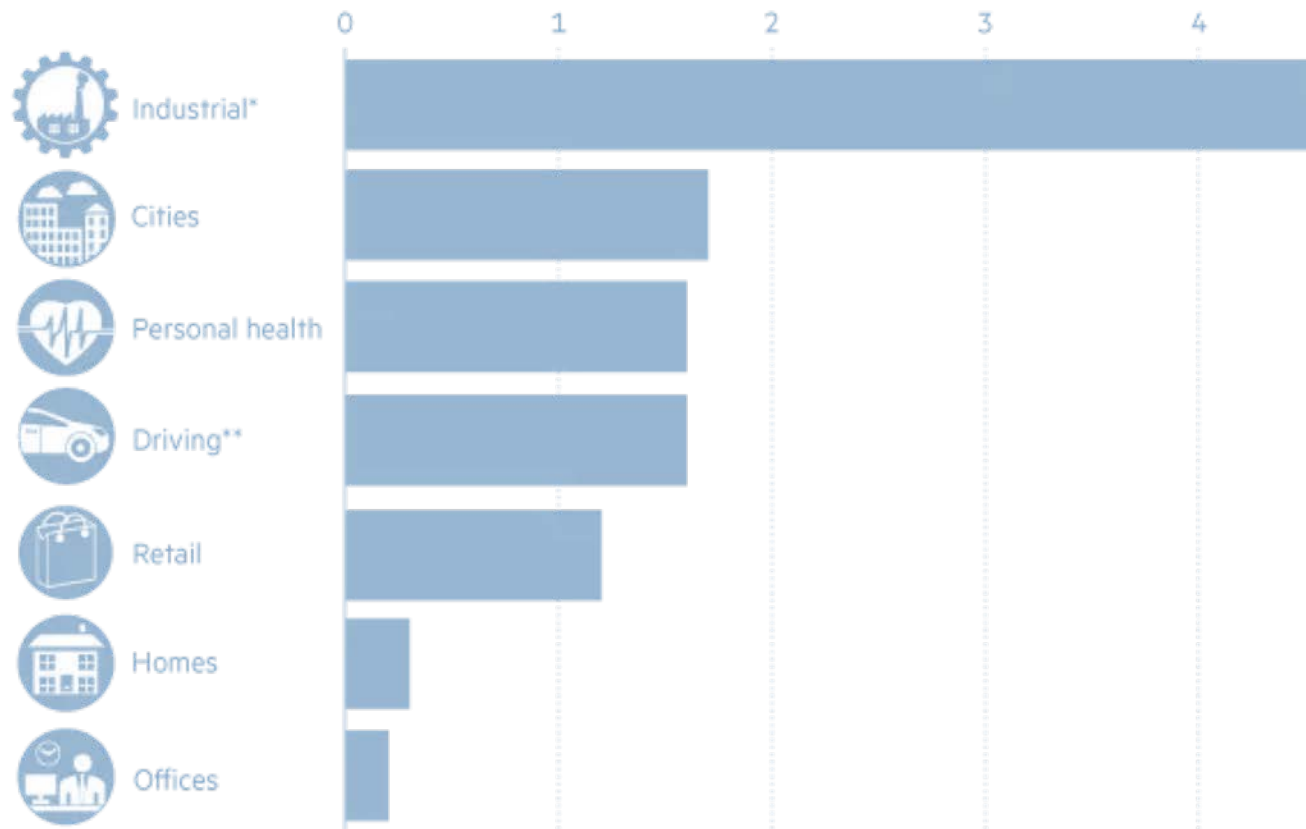
# Dynamic Society. Transformational technologies

Credit: Photo by Jose Martin Ramirez on UnSplash

# Cross domain relevance

Tech shift: internet of things development

Economic impact by area in 2025, high end of annual estimates (\$tn)



\* Includes factories and work sites

\*\* Includes autonomous vehicles, navigation and reduced insurance

# \$178 bn

IoT spend in 2016

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# 77%

of business leaders say that IoT will transform business as we know it

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# 88%

report a return on financial investment

# Some of the challenges faced by Industry across Europe

- Leveraging rapid technological developments to anchor long-term competitiveness
- Securing end-users' take up and acceptability of IoT applications
- Moving into large-scale deployment
- Managing and counteracting the risk of fragmentation
- Performing in the context of international competition

# Developing a strong IoT ecosystem

A black and white photograph of a jagged, snow-dusted mountain peak against a cloudy sky. The mountain's rocky ridges are sharp and prominent, with patches of snow or ice clinging to its slopes. The sky is filled with soft, textured clouds. The overall mood is one of ruggedness and challenge.

**We are here to find ways in which to  
discover and resolve some of the IoT  
ecosystem's biggest challenges.**

Credit: Photo by Simon Fitall on UnSplash



**The Alliance is a member-led organisation that brings together a wide range of stakeholders that seek to contribute to IoT thought leadership in Europe.**

# Founding members



# Aims

- Strengthen the integration across the digital value chain to accelerate IoT deployment within the context of a Single Market
- Drive the development of sustainable innovative European IoT ecosystems in the global context
- Provide a forum in which global, EU and Members States' IoT innovation activities can be mapped and bridged
- Promote global cooperation and collaboration in the area of IoT

**Action oriented**

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**Open to debate**

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**Able to instigate  
positive change**



WG1  
Research



WG2  
11



WG3  
Standards



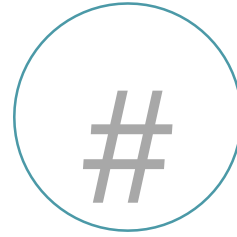
WG4  
Policy



WG5  
Living



WG6  
Farming



BLOCK  
CHAIN



WG7  
Wearables



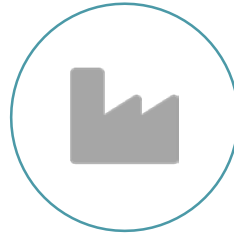
WG8  
Cities



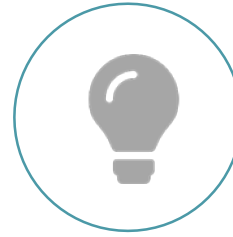
WG9  
Mobility



WG10  
Environ-  
ment



WG11  
Manufac-  
turing



WG12  
Energy



WG13  
Buildings

# Our mission areas

## Deployment



- Identify barriers
- Gather evidence
- Contribute to the Digital Single Market

## IoT Uptake



- Identify spearhead players
- Communicate
- Champion



## IoT Ecosystem



- Build across different application areas
- Mapping and bridging of IoT innovation activities
- Encourage the growth of SMEs and start-ups in IoT

## Large Scale Pilots



- Experimentation, replication and deployment
- Convergence
- Interoperability
- H2020

# The voice of the European IoT ecosystem

# Action and reaction



Workshops,  
webinars,  
events



Co-operation  
and  
collaboration



Policy inputs,  
position  
papers, blogs



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