

Enabling Exponential Growth in IoT

Joe Britt
Afero CEO/Founder

IoT Connectivity Challenges

Evolution of Connected Devices

9 billion unit installed base

Homogeneous hardware
TCP/IP capable
Built by hi-tech companies

>100 billion estimated units

Disparate hardware
Not all TCP/IP capable
Built by non-IT companies



IOT

1985

Today

2025

Source: IDC, IHS

The New Challenges of IoT

Devices with very different and very limited resources

Slow

Low price-points

Screen-less

Power Limited

OS Limited

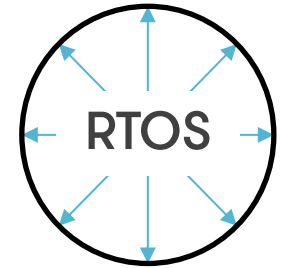
Limited compute power and memory

Highly cost-sensitive manufacturers

Lack of screen makes interaction hard

Typically battery-powered

Limited OS capabilities, e.g. RTOS and small footprint



OS-like software platforms



Standard network mgmt. stacks



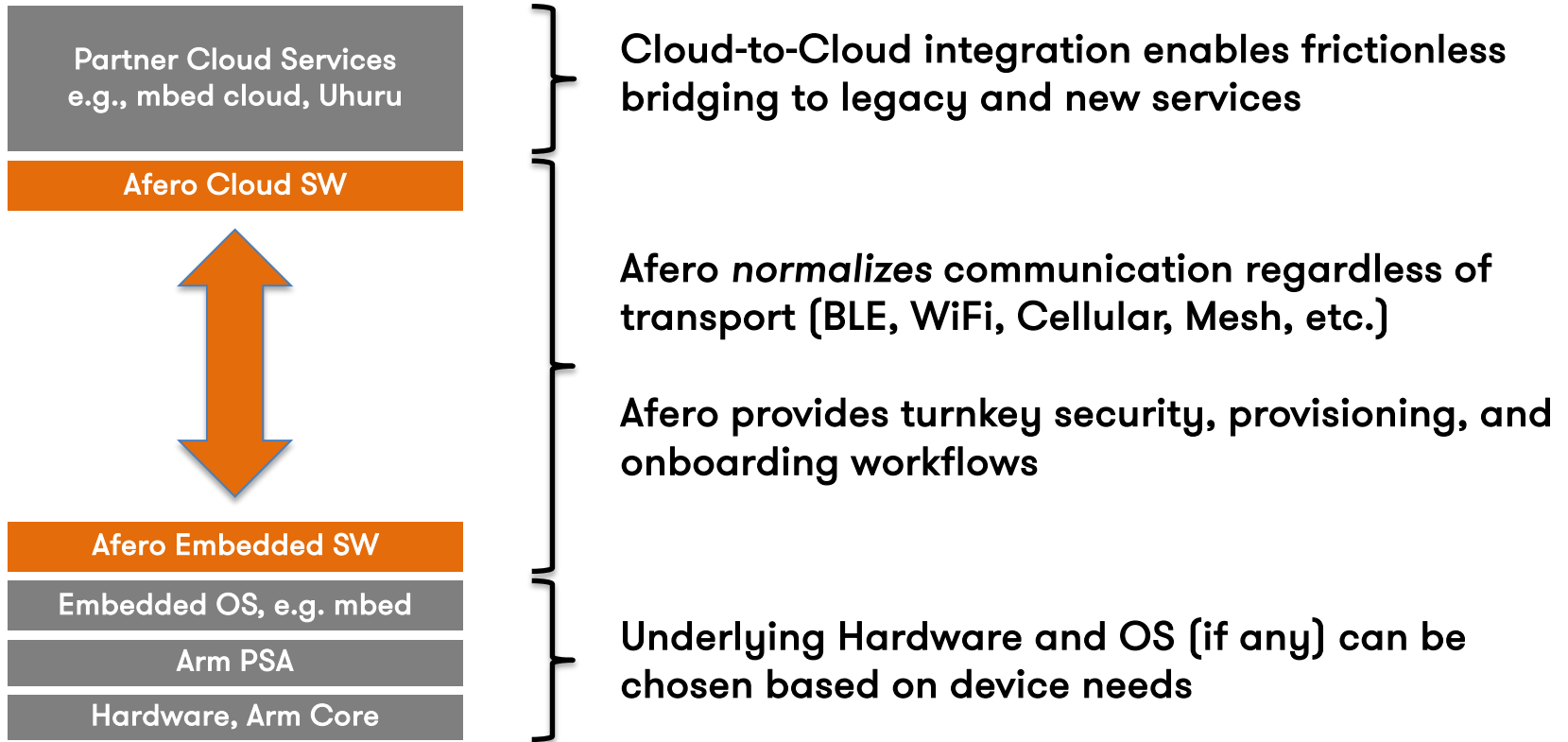
Security models



Common user interface methods

Where the Afero Platform Fits

Simple Secure Device Communication and Management for IoT



Afero removes friction from connecting resource-constrained devices

Key Afero Engagement Highlights

Appliance OEM

Chose Afero as its secure connectivity platform

2Q17: 1st connected product ship

4Q17: 6 appliance lines added

3Q18: 5th appliance line to ship

Whitegoods

Financial Services

US Bank

Deployment of Hub and sensor solution to monitor properties

PoC deployed in 1H17

Pharmaceuticals

Smart Home

Agriculture

Toys

Beverage Maker

Afero-enabled sensors retrofitted onto beverage dispenser
PoC deployed in 2017
Commercial deployment 2018

Commercial
Industrial
Healthcare
Smart Home
Toys

Trading Company

Afero-enabled sensors fitted onto warehouse equipment for tracking usage metrics
PoC Deployed 2017

Healthcare Company

Successfully demonstrated Afero-enabled oxygen concentrator

Ongoing commercialization discussions

90% of the platform was common across all these engagements

Enable Exponential Growth in IOT

In Summary

- **There are a lot of challenges**
- **Security and connectivity are tough and complex**
- **Afero encapsulates security and connectivity**
- **There's no need to reinvent the wheel**
 - **Afero's customers saw 50% - 75% less development time and 2x - 3x higher attach rates**

For more information, check out www.afero.io

Thank you