

# W. DAVID STEPHENSON

## YOUR GUIDE TO THE INTERNET OF THINGS REVOLUTION.

During 2008, the number of things connected to the internet exceeded the number of people on earth.

By 2020 there will be over  
**50 Billion**  
Connected Things!



David will be your guide, as you learn how to profit, and live better, by adopting Internet of Things (IoT) innovations, and perhaps even invent some of your own!

The Internet of Things is the concept of linking not just people via the Internet, but also things – from assembly line sensors to smart phones to cars' computers – even trees in the Amazon! It's been a reality since 2008, but is just beginning to become a widespread phenomenon. There's plenty of time left to become a leader in the field – but not much time to avoid being left in the dust – if you don't begin NOW to create IoT policies and adopt the technology.

Someday, your health will improve because you and your doctor constantly share information, rather than meeting only when you're sick. Your operating costs will drop because you share instant information about your assembly line, your supply chain, and your distribution network. You will have more leisure time because a lot of routine chores are automated. **That someday is now, and it's brought to you by the Internet of Things (IoT)!**

### Learn About

- How Progressive Insurance pioneered “usage-based” car insurance by basing rates on a device recording drivers' actual behavior, not inaccurate indicators such as credit ratings.
- How 30-somethings in Boston created a startup that's saving babies' lives with a “onsie” whose built-in sensors alert parents instantly by iPhone if the baby stops breathing.
- How GE is bringing manufacturing jobs back to the US at a plant where 10,000 sensors maximize efficiency with real-time data.
- How data from Grundfos pumps on remote wells are not just helping the company, but also radically improving Africans' quality of life.

### Introduction to the Internet of Things video!



David Stephenson has earned an international reputation as an IoT thought leader, writing *SmartStuff*, the only e-book introduction to it for laymen and business people; writing for publications such as *The Harvard Business Review Blog*; blogging; and lecturing about it. He's witty, insightful, and passionate!

With a refreshing lack of techno-babble, Stephenson introduces the IoT's key components, tells you about the latest breakthroughs, and explains the steps you must take TODAY to capitalize on it and integrate the IoT into every aspect of your life.

### You will also learn of the serious challenges created by the Internet of Things, like...

- How inadequate security provisions from some IoT products may make your home and personal data vulnerable to unscrupulous hackers.
- How inadequate privacy protections mean that the same IoT devices that can improve or even save your life could also literally kill you.
- How the government could use IoT devices to spy on you.
- How the Internet of Things' ability to share data instantly with all whose jobs would be improved by access can threaten traditional top-down management styles.

# What They Say...

David Stephenson provides a fascinating view into this evolution, the implications of everything being connected, and the new world in which we are about to embark.”

David Evans, Chief Futurist and Senior Director/Chief Technologist  
Cisco Internet Business Solutions Group Innovation Practice

“Excellent video by IoT thinker W. David Stephenson explaining the Internet of Things.”

Kevin Ashton, “father of the Internet of Things”  
GM of Belkin’s Internet of Things division

“New technologies are invented and implemented by people who study their components, and who dedicate their professional lives to it. When these technologies are important, and have the potential of impacting everybody, this is not enough. We need, as early as possible, a complementary effort that aims to analyze, and describe the technologies and their meaning, and consequences to the layperson. The Internet of Things is such a technology, and David Stephenson’s e-book is a laudable effort to make sure it is understood by everybody!”

David Orban, Faculty Member  
Singularity University; CEO, dotSUB

“very cool stuff” (referring to Stephenson’s blog)

Stefan Ferber, director for Business Development  
the Internet of Things & Services at Bosch Software (Germany)  
author, “Internet of Things and Services blog”

## Author Data Dynamite

How liberating information  
will transform our world.

## Smart Stuff

An Introduction to the  
Internet of Things



## To Book A Speech

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# Topics

David Stephenson does it all: challenges audiences, stirs their dreams, gets them laughing, and changes their lives.

Here are representative talks (*or he can custom design one for your specific needs*):

**“It’s Not Just About Things, It’s About People... and Their Dreams”.** Sometimes the emphasis on Internet of Things technology obscures the deeper truth: the IoT is really all about people – and improving their lives. This speech introduces laypeople and business people to the Internet of Things’ potential to transform every aspect of life for the better! From slippers that save the elderly from falls to hyper-efficient assembly lines that bring manufacturing jobs back to America, David Stephenson gives an uplifting, rapid-fire overview of the many ways the IoT is already changing our lives – and previews the even greater changes to come! He also talks about the important steps, such as new mind sets that value sharing information over hoarding it, that are necessary to fully realize the IoT’s potential.

**Josh Siegel is 24. He is Reinventing the Auto Industry** (*this lecture is specifically aimed at college students*). Josh Siegel is a 24-year old Detroit, MIT grad student and entrepreneur. He uses the IoT to reinvent cars – whether or not Detroit is ready. Alexandra Deschamps-Sonsino is 32, and created an IoT sensation, the Good Night Lamp. Dulcey Madden is 32 (her partners are both 24), and her Peeko “onsie” is saving the lives of infants who might otherwise die from Sudden Infant Death Syndrome.

In this lecture you’ll hear about these and other young visionaries and inventors who are discovering new entrepreneurial opportunities in the Internet of Things. David Stephenson challenges listeners: what’s your passion? How will you find satisfying – and enriching – work in this exciting new field? What problem can you solve by inventing an IoT device?

PS: Ask David Stephenson to stay around the day after his speech to meet with your senior staff to advise them on how the IoT will affect your college or university, and how you can use it to increase efficiency and cut operating costs!

**“I ... see all ... the devices in your home and ... control them”.** That’s how a Forbes reporter woke up an unsuspecting homeowner who’d bought an advanced home automation system – and got non-existent security in the bargain!

The Internet of Things might come to a grinding halt if the public and companies feel that their privacy and security are being violated.

That’s a very real possibility – former CIA director David Petraeus waxed poetic about its potential as a spycraft tool, and a number of sensationalistic mainstream media reports have detailed the possible dangers of lax IoT privacy and security measures.

In this speech, David Stephenson may scare you, but he’ll definitely get your attention! He lays out all the risks, issues a challenge to everyone involved in the IoT to make security and privacy a priority, and details the current state of collaborative efforts to improve security and privacy.