THE
STATE OF IoT

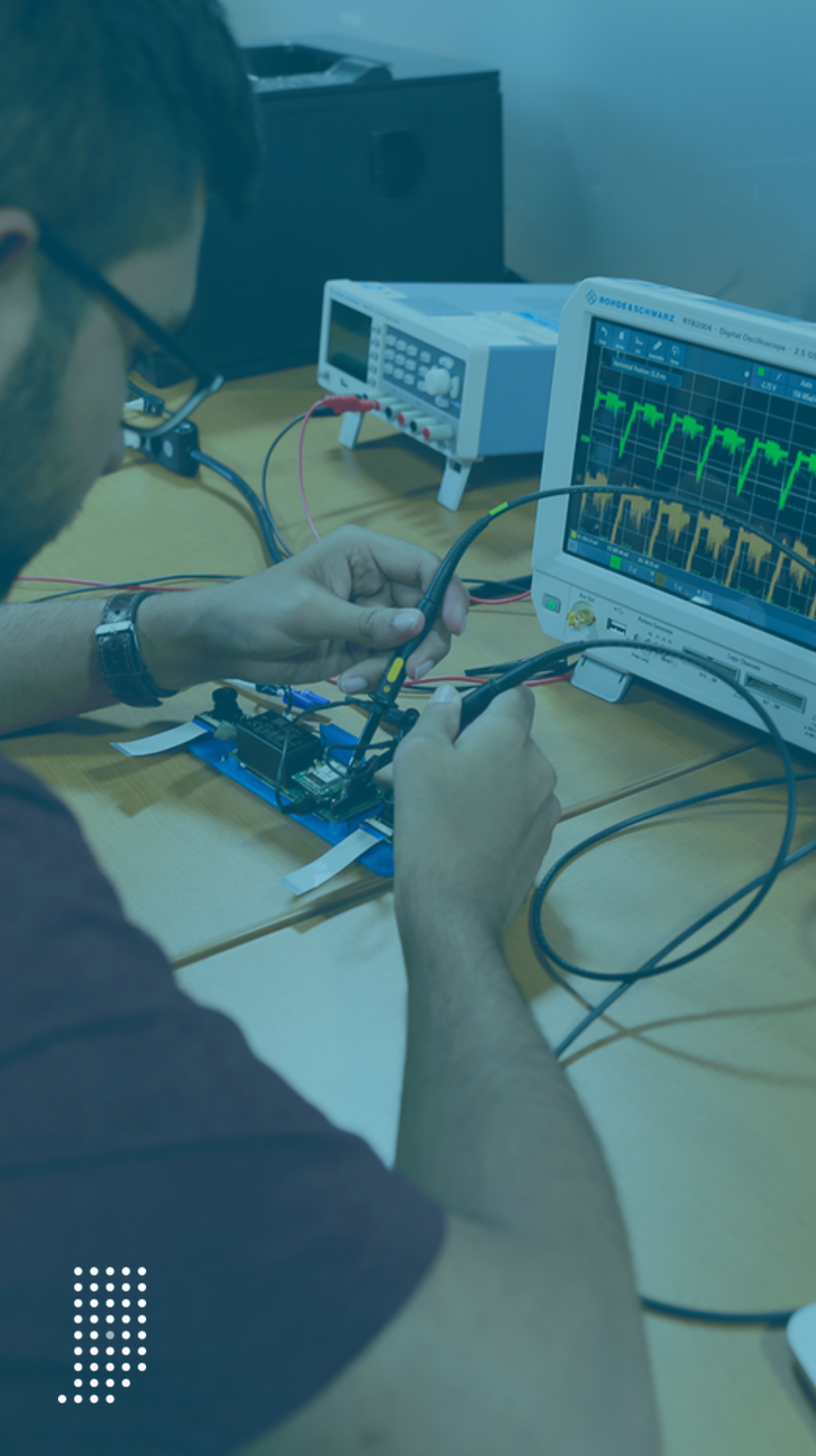## 2023 REPORT

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Thoughts from the Executive Director.

DAVID BOLLING | INDIANA IOT LAB

ATTENTION READERS! THIS DOCUMENT HAS A SHORT SHELF-LIFE.

Five years ago, we created the Indiana IoT Lab to allow entrepreneurs to work on embedded technology for products benefiting Indiana's core industries of manufacturing, logistics, and agriculture.

When we opened our doors, IHS Markit estimated an IoT install base of 23 billion devices worldwide. Today, they estimate that number to be over 51 billion devices with a projection to reach 75 billion connected devices by the end of 2025. I think it is fair to say that we are well past the enthusiast and visionary stages of the product life cycle adoption curve and deeply entrenched in the "Why?" and "How should I start using this technology?".

The pure statistics of deployment of devices is mind-boggling as we continue to see aggressive development within key industries. Also recognized here at the Indiana IoT lab is the rapid horizontal expansion of devices into sectors such as retail, restaurants, transportation, inventory management, home organic gardening, youth sports, and remote healthcare.

What does the future of IoT look like in five years? Heck, at the pace we are going, what will it look like next year? I see a future where connectivity (within the home, while traveling, out shopping, and in entertainment, communications with family and friends, healthcare and my personal work experience) will become less compartmentalized and seamlessly intertwined where virtually everything is connected in this Internet of Things (IoT) world. I know each of you can get there in your mind too.

Please enjoy our latest version of The State of IoT 2023 Report. Thank you so much to our members, sponsors, and partners for their contributions in making this possible.

Well done!

David Bolling

INDIANA iot LAB
FISHERS

- David Bolling

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Demystifying Digital Transformation

Recapping the 2023 Statewide IoT Roadshow.

DAVID BOLLING | INDIANA IOT LAB

In November 2022, we kicked off the Indiana IoT Roadshow with the title "Demystifying Digital Transformation." Our motivational goal was to share with guests the importance of simply starting their digital journeys and providing examples of opportunities for digitization that could improve the way companies manufacture, modify, and distribute their products.

Like any good presentation, we also had goals of informing, educating, and activating.

What we shared (Informing):
- Desire to create a network of IoT facilities connected around the state
- Common IoT adoption projects within industry verticals
- Opportunities for operational assessments with our partners
- Matching grant funding through Manufacturing Readiness Grant program

2022 - 2023 Locations

1. **Columbus**
   11/30 @ Ivy Tech
2. **Vincennes**
   1/18 @ The Pantheon
3. **Muncie**
   3/8 @ Innovation Connector
4. **Lafayette**
   4/12 @ MatchBox Coworking Studio
5. **Fort Wayne**
   6/14 @ Electric Works
6. **Elkhart**
   9/21 @ LEX530
7. **Fishers**
   10/25 @ Indiana IoT Lab

Experiences our guest speakers shared (Educating everyone):
- Utilizing cobots to automate repetitive tasks
- Proven cost savings/ROI under well managed plans
- Package automation to ensure 100% match to brand guidelines
- Using technology as recruitment tool for the younger workforce

What we learned (Educating us):
- Budget and funding challenges remain even with grant opportunities
- Difficulty in finding or allocating time for project champion
- More skilled team members needed for larger projects
- IIoT 4.0 projects started without a data management plan
- Lagging upskilling of current employment base
- Educating and training new workforce on latest technologies

What actions we hoped attendees would take (Activating):
- Complete the program survey and seek connection with other attendees
- Connect with speakers and panelists
- Attend future events at the local coworking facility and/or become a member
- Talk with their team about opportunities for digital transformation in the organization
- Stay active in their networks

As we plan to roll out our 2024 IoT Roadshow, our theme shifts from understanding/adoption to planning and execution. Our team sees a lot of opportunity to bring together the current doers, the next generation getting trained in real-time on the plant floor, at the trade school, or in high school.

We are excited to bring an expanding agenda, new partners and a lively discussion to new parts of our Hoosier state. See you in 2024!

The FAQs of IoT.

MIKE PECK | OUTSIDE SOURCE

It's tempting to climb on the bandwagon of predictions with respect to the world of IoT, as we are often asked questions about this vibrant market area. Our hope is to give you insights into the most common questions.

While our answers are based around years of observations and market-trending data, they are still predictions in the end. Hopefully, they can be a guide into the ever-changing world of tech. So, let's look at common questions we are asked.

Q: Is the IoT market growing?
According to Gartner, the IoT market will become a 58 billion dollar opportunity in 2025, up 34% from 2020. We'll count that as a 'yes.'

Q: Is there a dominant trend in IoT?
Ease of use would clearly be a trend worth watching as it will always be important. In other words, customer groups of all types are increasingly looking at the simplicity of technology features as the norm. As an example, consider commissioning and onboarding of devices. The process needed to connect a device to a smartphone or tablet must be intuitive. Often this action is the first touchpoint with the customer or even a field installer. Make the onboarding process easy. Improve user experience and leverage technology to make the process automated. The less the customer has to do the better.

Devices that are not visually simple or easy to use will create friction for users, and thus, push them away from that product and cause them to seek an alternative. Getting them back after a bad experience is very difficult.

> "...the IoT market will become a 58 billion dollar opportunity in 2025..."

It's important to note that usability trends move every year as operating systems change. So, if you have not looked at your mobile or web application from a user experience standpoint, it might be time to do so.

Q: What about voice?
As speech recognition continues to evolve, it is likely that we will see applications finding ways to make the most of this feature. Think back to ease of use again. Include voice if you find that your customer groups want it, and it adds value. Resist the temptation to develop just because it is possible to do so.

Q: Where does integration come into play?

Think of integration as how IoT connects with the many other systems in play. Gone are the days of stand alone applications. Consider what APIs might be needed to create calls to systems within your ecosystem that can not only deliver data but help guide decisions.

Integration is vital because it is directly tied to a buying decision. Customers want devices that interact with the platforms they are already using - Spotify, Amazon, Google, Ring - just to name a few examples.

Q: Native or cross platform?

This answer really depends on a variety of factors. What is the application doing with respect to the operating systems in question? What performance is needed? What is the long term vision for the framework? Native is often best when you have a device that is interacting via Bluetooth. In addition, native apps generally provide a better user experience. Cross platform can be just fine. Asking the right questions before you build can lead you in the right direction for the long-term.

Q: What's around the corner?

A short list of things to be aware of are the following: security, scalability, changing chipset technology, edge computing, Matter compliance, AI, augmented reality, and much more.

Just like any technology, circumstances change. Consider where customer needs and your business offerings intersect. Ask yourself some of the following questions: How might technology create resonance with your customer base? How might technology be a differentiator in your business model?

If you have questions, let us know.
Outside Source is here to help you answer them.

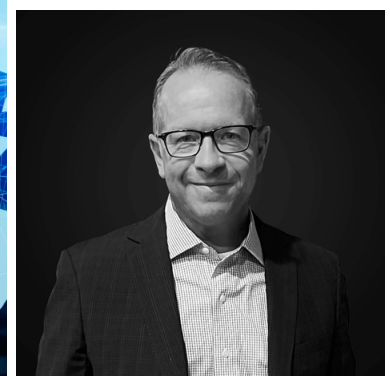*"Just like any technology, circumstances change."*

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A Vision for the Future: IoT Enhanced by ML and AI.

JOHN GOLLNICK | LHP ANALYTICS AND IOT

At LHP Analytics & IoT, we envision a future where the Internet of Things (IoT) is driven by the remarkable advancements in Machine Learning (ML) and Artificial Intelligence (AI). Our extensive history in spearheading Digital Transformation, Industry 4.0, Telematics, Advanced Data Analytics, Master Data Management, and Connected System Solutions serves as the solid foundation for this vision.

In this future, the fusion of these technologies and our expertise creates a landscape where IoT takes on a central role in fostering innovation. It's a world where the unprecedented speed, precision, and actionable insights made possible by our collective knowledge redefine the boundaries of what can be accomplished.

Our wealth of experience in Digital Transformation ensures that organizations can seamlessly transition into this new era. We recognize that it's not merely about adopting new technologies; it involves fundamentally reshaping how business is conducted. Embracing change is pivotal, and our track record demonstrates our capability to guide organizations through such transformations.

Our proficiency in Industry 4.0 equips us with an in-depth understanding of how IoT can revolutionize manufacturing and industrial processes. We view IoT as the vital connector that brings together machines, data, and human intelligence to enhance efficiency and competitiveness.

> *"We view IoT as the vital connector that brings together machines, data, and human intelligence to enhance efficiency and competitiveness."*

In the domain of Telematics, we acknowledge that the future of IoT extends beyond conventional devices. It's about harnessing the potential of interconnected vehicles and systems to provide insights that can save lives, optimize logistics, and elevate the overall human experience.

Our expertise in Advanced Data Analytics ensures that the data generated by IoT isn't mere noise but rather valuable signals that inform decision-making. We possess the tools required to extract meaningful insights from the vast data streams produced by interconnected systems.

Master Data Management, another fundamental competency, forms the foundation upon which precise insights are constructed. In this vision, we see Master Data as the crucial element in ensuring data quality, consistency, and reliability, all of which are imperative for ML and AI to flourish.

Lastly, our Connected System Solutions bring all the components together. It's about creating ecosystems where devices, machines, and humans communicate seamlessly, sharing insights that drive action and foster innovation.

In our vision, LHP Analytics & IoT stands at the forefront of shaping this future. Our history of expertise, innovation, and excellence is the reason why we believe IoT, enhanced by ML and AI, will redefine industries. It's a future where we leverage our collective knowledge to empower organizations to excel in a world where speed, precision, and actionable insights are the keys to success.

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Doing More with Less.

NITHYA KASIREDDY | LEVISONICS INC.

As the world becomes increasingly connected, the Internet of Things (IoT) is transforming nearly every aspect of our lives, including healthcare. The ability to connect medical devices, sensors, and healthcare systems in real-time has opened immense possibilities for improving patient outcomes and increasing access to healthcare services. The value of IoT in healthcare has become even more apparent during the global pandemic.

> "Millions of people are impacted by bleeding or clotting disorders and need regular monitoring of their coagulation status."
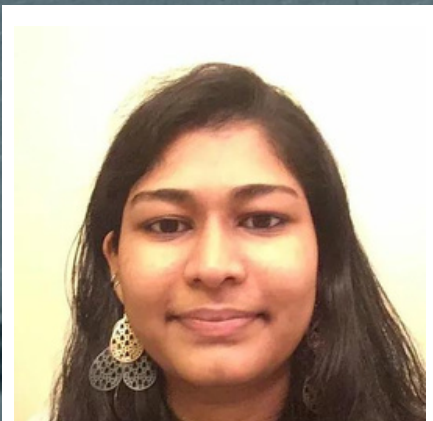
Telemedicine and remote patient monitoring have emerged as vital tools to provide healthcare services while ensuring safety and reducing the burden on healthcare facilities. Seamless integration of IoT devices and increased connectivity have allowed patients to receive faster medical advice, remote health monitoring, and access to essential healthcare resources from the comfort of their homes. Looking ahead, the potential impacts of the IoT in healthcare are vast. The convergence of IoT and personalized medicine promises to deliver tailored and targeted healthcare solutions.

Millions of people are impacted by bleeding or clotting disorders and need regular monitoring of their coagulation status. Traditionally, coagulation tests have required blood draw from a needle stick to collect large blood sample volumes, often causing distress and inconvenience for patients, especially pediatric and vulnerable groups. Additionally, multiple different tests are required to create a complete coagulation profile. Levisonics aims to change that.
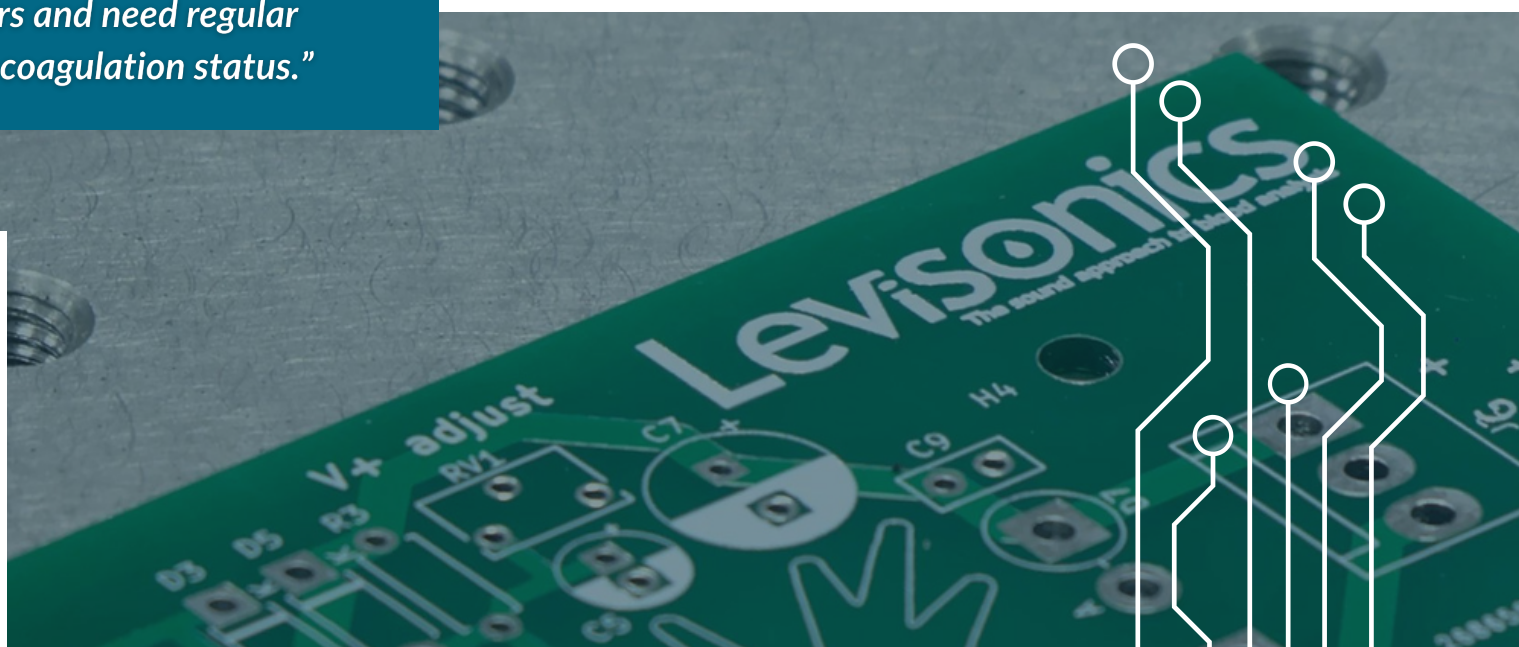
At Levisonics, we are developing a safer, more comprehensive, accessible, and minimally invasive coagulation test. By utilizing advanced acoustic measurement techniques and IoT integration, Levisonics is transforming how clinicians measure blood coagulation, offering a comprehensive and accurate diagnosis with minimal discomfort for patients. We are trying to do more with less, by using 100x less blood, which can be collected from a finger prick, and providing more comprehensive test results with increased diagnostic power. This allows us to reduce patient discomfort and harmful side effects. By leveraging the power of technology and connectivity, we can eliminate the need for a highly trained professional to conduct the test, reduce rates of user-error, and increase the convenience and accessibility by making testing available in small clinics and retail pharmacies. By incorporating wireless monitoring and communication, we can ensure that vital coagulation data is captured and transmitted in real-time for prompt diagnosis and treatment decisions.

With a forward-thinking mindset and a commitment to innovation, Levisonics is poised to make a significant impact in the healthcare industry. Our work not only addresses the immediate unmet needs in the current coagulation testing market, but also sets the stage for future advancements in small volume diagnostics and therapy monitoring across various medical disciplines. We believe that the future of healthcare lies in empowering clinicians with comprehensive insights from massive amounts of health data and in providing patients with more convenient and minimally invasive diagnostic options. This can lead to improvements in patient care via personalized medicine, enhance treatment outcomes, and contribute to a more efficient and accessible healthcare system. The integration of IoT technology with personalized medicine is paving the way for a future where healthcare is safer, more accessible, and patient centric. We can anticipate a world where advanced diagnostics and treatments are seamlessly woven into the fabric of everyday life, enabling better healthcare outcomes for all.

"...the future of healthcare lies in empowering clinicians with comprehensive insights from massive amounts of health data..."
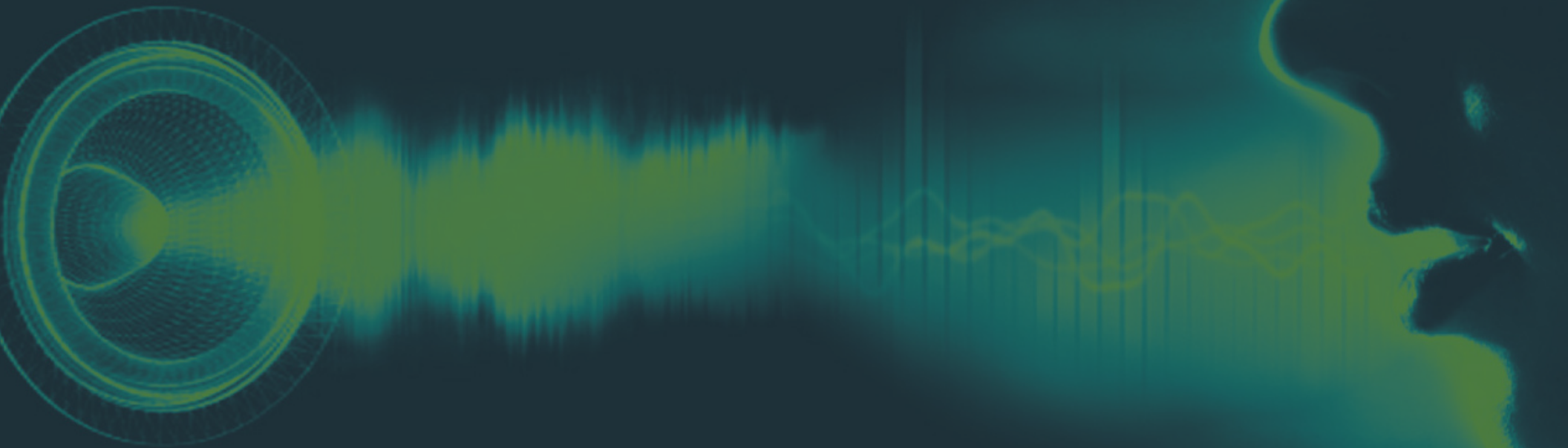
Levisonics
The sound approach to blood analysis

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On the Frontier of Things Audio.

JACK FATUM │ THE AUDIO OF THINGS (TAOT)

Vocalizing has been the mainstay of communications since the dinosaurs. But rather than earth-shaking roars that we may tend to associate with talking T-Rexes, recent research shows that dinosaurs almost certainly didn't roar. They probably cooed instead. Or more accurately, they may have produced sounds in ways similar to the way doves coo or ostriches boom. What is earth-shaking though is the use of interactive human voice systems now used just about everywhere, driven by evolutionary advances in automation and artificial intelligence. Making the voice and audio experience more useful (and enjoyable) is what we at The Audio of Things do.

It is well known that the primary technical cause of poor dialogue in half and full duplex systems and the ultimate constraint on achieving the highest quality audio are distortions to the sound created by the systems' loudspeakers. We have partnered with Audera Acoustics Inc. to commercialize its WaveLock™ technology, a powerful, patented algorithm and tool suite that fixes the primary distortion problems inside loudspeakers for once and for all.

Quoting the May, 2023 issue of Voice Coil, the industry's leading periodical, "This technology provides not only significant enhancement in lower frequencies but offers so much more – higher acoustic output, improved voice performance, and new freedom in acoustic design.....which will allow designers to 'achieve state-of-the-art performance'". WaveLock™ is now used in millions of smart speakers and voice assistants and is being introduced to the world's leading PC brands.

Our other partners are also leaders in their specialties. We are a Professional Services Partner of Cirrus Logic, a global leader in high-performance, low-power integrated circuits for audio, voice and other signal-processing. Their products span the entire audio signal chain, from capture to playback, providing innovative products to the world's top smartphones, tablets, digital headsets, wearables and emerging smart home applications.

Think-A-Move, a TAOT partner, develops innovative automated speech recognition solutions like SPEAR, which provides unparalleled performance in high noise environments using deep neural networks, natural language processing, customized acoustic and language and conversational AI. Markets include enterprises, governments and the military.

Outside Source, located here at IoT Labs, is an internet of things developer of complex apps from progressive web apps (PWA) to dashboards, digital transformation and complex web-based interactions.

Together with Chinabase, our supply management partner in China, we have delivered cost-effective audio and voice components including specialized transducers and microphones, audio sub-systems, and complete products. Our supply base is a cohort of stable manufacturers fostered over thirty years of personal relationships and shared interests. They were the key to our success in navigating around critical component shortages and supply interruptions during and following the COVID epidemic.

Headquartered at the Indiana IoT Lab, the Audio of Things team members are located in Utah, California, South Carolina, Ontario, Portugal and China. Our core expertise is built on our heritage that spans Harman International, Bell Labs, Xperi, DTS, Dolby, Jaybird, Klipsch and MWM Acoustics. Bolstered by our partners we have had the privilege of providing exciting unique solutions to billion-dollar companies and start-ups. Here a few examples:

- IOS/Android-based mobile apps and devices for Sound Frequency Personal Therapy

- Integrated loudspeakers and microphones to meet NFPA 1802 standards for land mobile tactical radios

- Major improvements to sound output and voice intelligibility for N95 face masks used by physicians and patients

- Design of high fidelity in-ear monitors, including small scale balanced armatures and MEMs microphones requiring latency-free ambient noise pick-up for protection of orchestral and rock musicians worldwide

- Loudspeaker distortion correction technology licenses for voice and audio enhancement of smart speakers and audio-visual tablets

TAOT

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Investing in the Future of Farming.

BRAD FRUTH | BECK'S HYBRIDS

People are at the heart of what we do. At Beck's Hybrids, we value the relationships we form with our customers, partners throughout the state, and across the agriculture industry.

At Beck's, we are farmer focused. Our agronomic research, cross-industry collaboration, and investment in new technologies are all part of our commitment to helping farmers succeed. Farmers cannot feed the world if increasing profit is not at the forefront of their business model. As population increases and demand for food grows, innovation must remain at the heart of farming.

INVESTING IN AGRONOMIC RESEARCH

The art of farming is ever evolving, and that's why Beck's developed our Practical Farm Research (PFR®) program in 1964. PFR provides comprehensive, unbiased agronomic data to help farmers improve yield and ROI. This program is more important now than ever as growers seek to maximize their acreage.

Through partnerships across the agriculture industry, Beck's PFR team studies products and practices at ten sites throughout our 15-state marketing region. The results are then shared with farmers through a print publication, in-person events, and online platforms. If a product performs well, the results are published. If it doesn't perform well, the data is still published. The results speak for themselves, and our goal remains the same since the start: to be the best source of unbiased, farmer-focused research that growers can put into action. More than 500 studies have been conducted, and the program continues to explore the latest technology to help farmers continue to grow their operation.

INVESTING IN SOIL TECHNOLOGY

Beck's Innovation team is uniquely positioned to consult, evaluate, and test products from startup companies, allowing us to explore resources that can support advancement of the row crop industry.

One area where we continue to see development is soil diagnostics. Understanding what makes up the soil and the disease and pathogen profiles of soil, will help us continue to develop the best seed products for each region we serve, optimizing yield and increasing performance.

"When collaboration creates results, Hoosier farmers win."

INVESTING IN PRECISION AGRICULTURAL TECHNOLOGY

Our partnerships allow us to support precision agricultural technology that will advance the industry along with our own collection of resources. Beck's FARMserver® platform, a precision farming tool, provides farmers with actionable, in-season agronomic notifications, the ability to create management zones and receive real-time data analytics on a farm, field, and whole operation level. FARMserver allows growers to capture scouting notes while out in the field for reference during any season or year. FARMserver continues to expand its partnerships each year to integrate a farmer's data with equipment software, field management platforms, and weather consulting.

INVESTING IN PEOPLE

As the union between the agriculture and technology sectors continues to advance, Beck's Innovation team is mentoring and supporting the next generation of industry talent. Since 2020, Beck's has partnered with The Data Mine team, a group of undergraduate students from various academic disciplines, at Purdue University to collaborate and work towards innovative solutions for needs across Beck's business including research, finance, breeding, and logistics. Throughout the course of the academic year, students gain a new understanding of data science in the field of agriculture.

INVESTING TODAY FOR FUTURE SUCCESS

With technology at the forefront of agricultural advancement, partnerships in the agbioscience sector remain critical to the success of farming statewide. When collaboration creates results, Hoosier farmers win. Innovation has been at the heart of Beck's since our founding, and we will continue to invest in the agriculture industry to ensure the next generation of farmers succeed.

BECK'S

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Distributing Remote ID.

AARON PIERCE | PIERCE AEROSPACE

"The future is already here — it's just not very evenly distributed."

- William Gibson

In 1984, William Gibson changed the world by inventing the literary sci-fi genre called Cyberpunk. His novels covered social media, drones, and cyberspace before it existed - all while at the keys of a typewriter. Gibson's work influenced Silicon Valley and Hollywood - The Matrix wouldn't exist without his hours behind a typewriter. Gibson heavily influenced Pierce Aerospace and co-founder Aaron Pierce, who graduated with an English degree from Indiana University. Through that influence, the company and its co-founders (Gary Bullock, Larry Howard, and Michael Collins) have been at the forefront of drone identification technologies required for integrating drones into the National Airspace System. Their work on Remote ID, the FAA's mandate that nearly all drones broadcast their identification and telemetry information, began in 2017. The company's journey has covered everything from standards and policy to live-fire counter-drone experiments with the US Army and big industry contractors like Northrop Grumman. The future of airspace integration has existed in the skies above the Indiana IOT Lab for years, but it was only recently that Pierce Aerospace got to share a glimpse of that future with the rest of the world.

In February 2023, Pierce Aerospace deployed its Remote ID technology to help secure the airspace above Super Bowl 57. For the first time, this event demonstrated that Remote ID works in real-world National Security airspace operations. The commercial broadcast drones and law enforcement drones operating in the Super Bowl's Temporary Flight Restricted airspace were equipped with Pierce Aerospace's B1 Remote ID Beacons, broadcasting their identification information that was picked up by Pierce Aerospace's Bluebird Remote ID Receivers and then networked into the command and control structure of the event and displayed on COPERS, a Common Operating Picture developed by KBR. If you watched the Super Bowl, you were looking through the lens of the future, without even knowing it

"Remote ID is the connective tissue that works behind the scenes to enable more advanced and complex airspace operations," said Aaron Pierce, co-founder of Pierce Aerospace. "We provide the IoT infrastructure technology needed to advance the state of drones and integrate them into the airspace, further advancing the next generation of aviation. We work behind the scenes to make our customers safe, secure, and of course - look good."

The FAA for the first time to got to see the value of Remote ID integrated into these sensitive airspace operations. "Pierce Aerospace's Remote ID products and their integration capabilities helped ease the Command and Control of the Super Bowl LVII Temporary Flight Restriction when it came to authorized vs unauthorized UAS operations," said Greg Bean, Special Operations Security for the FAA. "We look forward to the full rollout of the FAA's Remote ID rule in September 2023."

While the Super Bowl is a significant sporting event, it was also a remarkable stress test for IoT infrastructure. The Super Bowl is a challenging IoT environment due to nearly 73,000 fans, all equipped with cell phones and other WiFi and Bluetooth-emitting devices that stream and upload photos and video during the halftime show. To say it is congested for IoT broadcasting technologies is an understatement. But Pierce Aerospace engineers overcame the congestion and successfully detected and tracked their B1 Remote ID Beacons with phones while inside the stadium - pushing the boundaries of what was thought possible of a technology built with Bluetooth.

Remote ID and Pierce Aerospace's years of work advancing the technology's possibilities passed this ultimate test. The company showed the world what has been known in Fisher's airspace for years - that the future is already here. The Pierce Aerospace team is scaling and gearing up for the second half of William Gibson's most famous quote - distribution.

"If you watched the Super Bowl, you were looking through the lens of the future, without even knowing it."

PIERCE AEROSPACE

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Success @ the Lab.

The IoT Lab's success relies on a simple premise: provide a physical space jammed with entrepreneurs and creatives, add connections to community and business leaders, access to capital and other resources and you can produce a force-multiplying effect that amplifies and accelerates the emergence of economic value.

But it also requires visionaries like Mayor Fadness, the support of the Fishers City Council and City Departments and a community energized by a belief that a city must invest boldly to stay on the edge of the future to deliver opportunity for every citizen.

This may seem like a formula for success, but the reality is there was as much art & heart (and luck) required to accomplish the goals set out by IoT founder John Wechsler and Jason Pennington, previous Executive Director. The commitment of tenants, stakeholders, advocates and sponsors was never in doubt, but who can predict a pandemic? Business misfires? Market shifts? Not every innovation succeeds – but the innovator's attitude prevails: always learning. And so the IoT Lab has prevailed too and has become a model for successful public-private partnerships to be emulated around the state and country.

"Not every innovation succeeds – but the innovator's attitude prevails: always learning."

1st Maker Space has benefited greatly from our residence in this amazing space. We'd like to congratulate the City of Fishers on the fifth anniversary of the opening of the Lab. It has truly become a change-making incubator of Indiana's next generation of tech thinkers. Support from the Lab has also allowed 1st Maker Space to inspire the next generation of Hoosier tinkerers through our hands-on STEM learning programs delivered across the state, used in over 100 Indiana schools and affecting the lives of over 100,000 Hoosier students.

From here, we have now extended our reach to schools in California, Washington, Texas, Mississippi, Ohio and Michigan.

The IoT Lab welcomed us into this space in 2018 and since then we've grown from two people to 10, from selling ourselves laser cutters to make payroll and giving away cranky 3D printers to $2.7M in sales. We couldn't have done this without the help and support of the Lab and the City of Fishers.

1ST MAKER SPACE

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