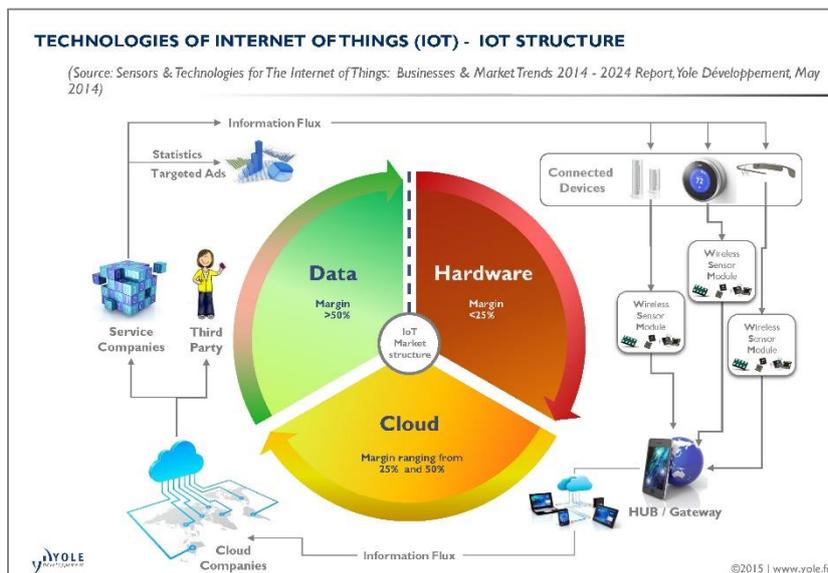


IoT, the way to the Promised Land

Sensors Expo & Conference - Long Beach Convention Center, Long Beach, CA
 Conference & Expo: June 10-11, 2015 - Pre-Conference: June 9, 2015

LYON, France – June 3rd, 2015 – “Internet of Things (IoT) solutions are expected to deeply affect our industry and daily life”, asserts Dr Guillaume Girardin, Technology & Market Analyst at [Yole Développement \(Yole\)](http://www.yole.fr). In 2024, the IoT device market will represent a \$45B business contributing to a total IoT market of \$400B (Source: [Technologies and Sensors for the Internet of Things](#), June 2014 edition). The “More than Moore” strategy consulting and market research company, Yole, will attend [Sensors Expo & Conference 2015](#) taking place from June 9 to 11 in Long Beach, CA, United States. The company will review its latest IoT results and the related MEMS and sensor sectors at pre-conference symposium 3, entitled [“IoT, the final frontier for embedded”](#), on June 9 from 9:30 PM to 5:30 PM (Location: Room 103 AB). In his presentation, “Sensors for the Internet of Things”, Dr Girardin will share a vision of the IoT trend, related technologies and the challenges it faces. The [program](#) is now available.



The IoT industry is a multi-billion dollar market emerging from several different directions. Yole identified eight segments that offer unlimited opportunities to IoT companies. They include building automation, healthcare and life science, and consumer and home automation. “The main value of the IoT market will come from data utilization,” explains Dr Girardin. “In this

context, handling large amounts of data is one of the biggest challenges facing the IoT industry. Are businesses prepared for an explosion of IoT generated data?”

During the conference, Yole will review the IoT and comment on other related challenges, including:

- How is structured the IoT market and who is best positioned?

- Co-operation between IoT players

Yole will also highlight the most promising sensors in the IoT industry: gas sensors and microphones, and Guillaume Girardin will underline MEMS technology's added value. *"MEMS technology is not only a new detection principle but a new manufacturing platform that allows cost reduction and miniaturization of existing technologies,"* explains the analyst. Dr Girardin will conclude with how sensor fusion technology can benefit the IoT industry.

To discover the IoT world and the main technology and market trends related to chemical sensing, microphones and combo sensors, make sure to attend the ["IoT, the final frontier for embedded"](#) conference on June 9. In parallel, Yole will be part of the Sensor Expo & Conference, at booth #151. To meet Yole's team as well as the experts from [System Plus Consulting](#), Yole's sister company, and discuss the latest technology and market trends, [contact us](#).

More information about MEMS technology and market trends is available on www.i-micronews.com, in the MEMS and sensors report section or [here](#).

About [Sensors Expo. & Conference](#):

- Conference & Expo: June 10-11, 2015
- Pre-Conference: June 9, 2015
- Location: Long Beach Convention Center, Long Beach, CA

Sensors Expo & Conference is the only industry event in North America exclusively focused on sensors and sensor integrated systems, providing 30 years of technical innovation and thought leadership! The conference program is dedicated to exploring the most up-to-date innovations in sensor technology, including MEMS, energy harvesting, wireless sensor data and networks, measurement and detection, and more. Sensors Expo & Conference identifies cutting-edge trends, explores them in an information-packed conference program and reflects those trends throughout the exhibit floor with new product announcements, key technology focused areas, such as the Energy Harvesting Pavilion, Internet of Things Pavilion, MEMS Pavilion, and Wireless Pavilion, as well as a showcase of hundreds of products and services. Visit www.sensorsexpo.com for the latest information on the 2015 event.

About Yole Développement's reports:

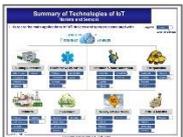
[MEMS Microphone Patent Infringement](#) report – April 2015

Market growth and a challenged leader means the patent battle can start. Review of Knowles, STMicroelectronics/OMRON, AAC Technologies/Infineon Technologies, InvenSense/Analog Devices



[MEMS Microphone: Market, Applications and Business Trends 2014](#) report – April 2014

New opportunities and emerging applications continue to boost the MEMS microphone market with strong new players.



[Technologies & Sensors for the Internet of Things: Businesses & Market Trends 2014-2024](#) report – June 2014

The Internet of Things (IoT) provides big opportunities. The device business will reach \$46B in 2024, contributing to a total IoT market of \$400B.

More information is available on www.i-micronews.com, MEMS & Sensors reports section.

For special offers and the price in dollars, please contact David Jourdan (jourdan@yole.fr or +33 472 83 01 90).

About Yole Développement

Founded in 1998, [Yole Développement](#) has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing, Nanomaterials and Power Electronics. The group supports industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

CONSULTING

- Market data & research, marketing analysis
- Technology analysis
- Reverse engineering & costing services
- Strategy consulting
- Patent analysis

FINANCIAL SERVICES

- Mergers & Acquisitions
- Due diligence
- Fundraising

More information on www.yolefinance.com

REPORTS

- Collection of technology & market reports
- Manufacturing cost simulation tools
- Component reverse engineering & costing analysis
- Patent investigation

MEDIA & EVENTS

- i-Micronews.com, online disruptive technologies website and its weekly e-newsletter, @Micronews
- Technology Magazines
- Communication & webcasts services
- Events: Yole Seminars, Market Briefings

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