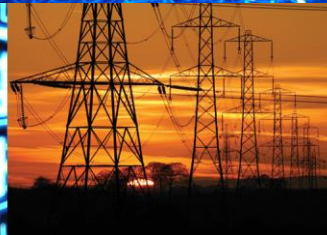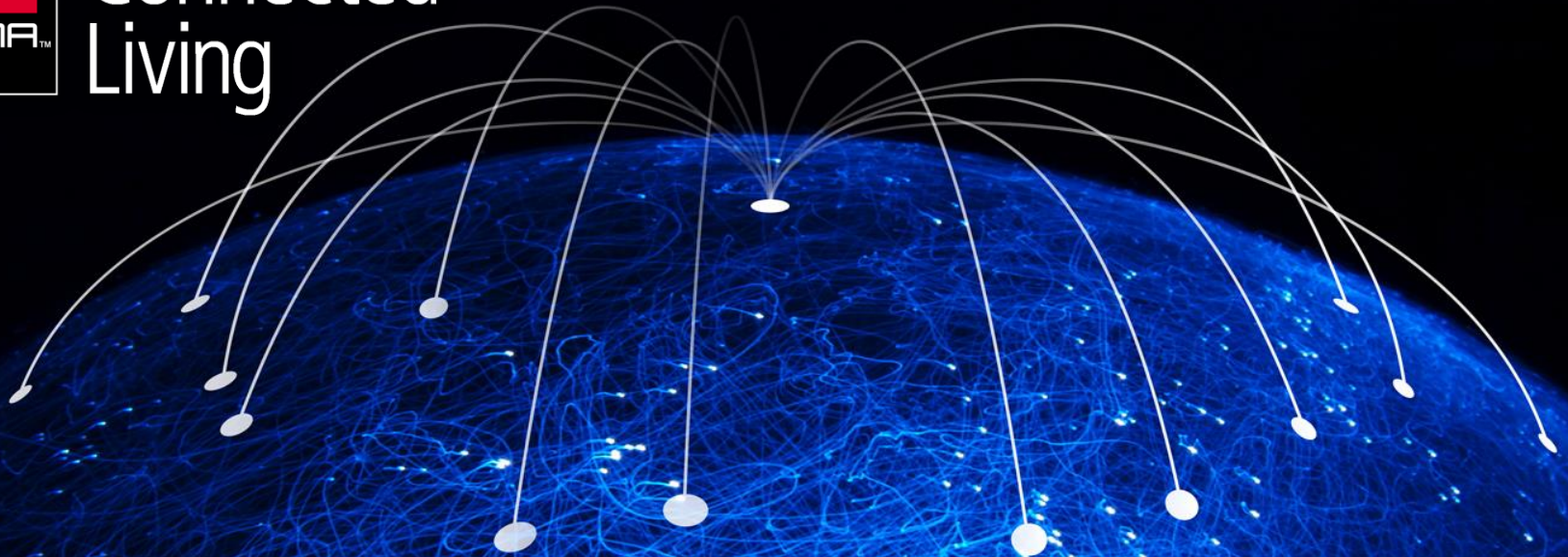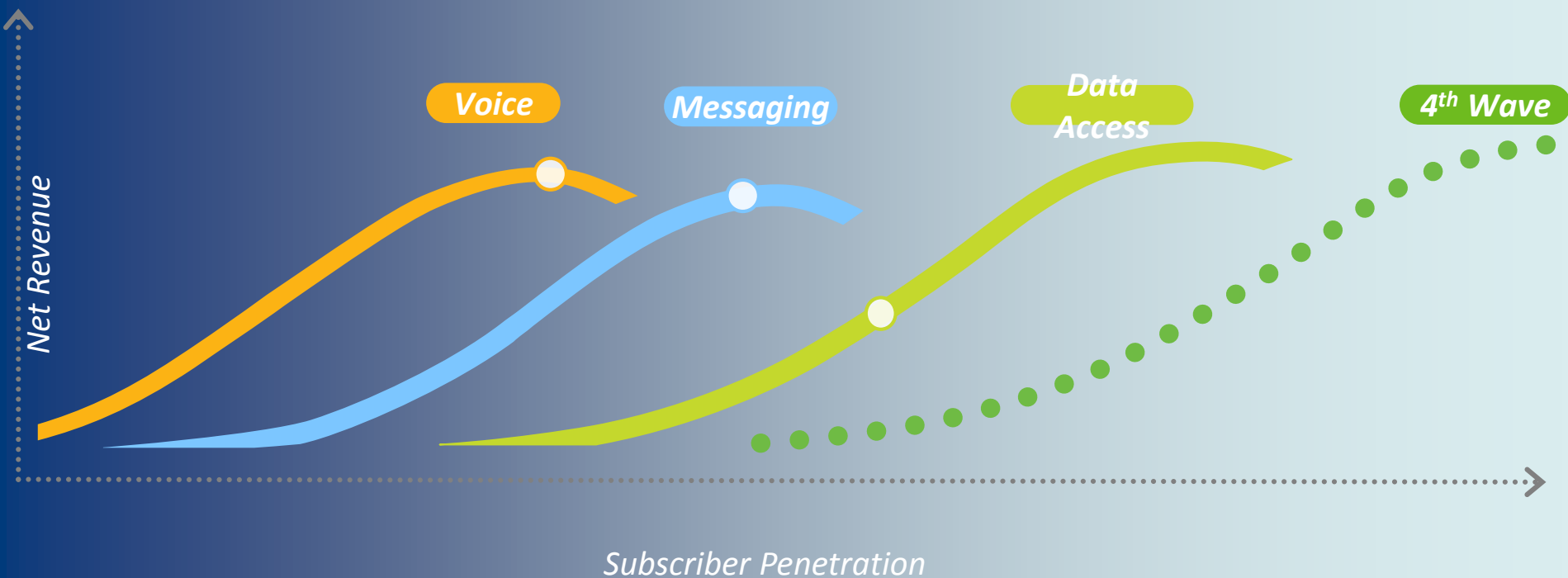# GSMA Connected Living Programme
# Mobilising the Internet of Things
Shanghai, June 2014

**Chris Penrose**, SVP Emerging Devices AT&T Mobility and Chair, Connected Living Programme Leadership Group

# The Wireless Revolution



Net Revenue

**Voice**

**Messaging**

**Data Access**

**4ᵗʰ Wave**

Subscriber Penetration

Source: Chetan Sharma – Mobile Future Forward

# Connected Living Programme

Programme:

- GSMA and Operator Industry initiative to accelerate the growth and development of the Internet of Things

- Our vision: To enable the Internet of Things, a world in which consumers and businesses enjoy rich new services, connected by an intelligent and secure mobile network.

Our aim:

- The GSMA Connected Living programme is an initiative to help operators add value and accelerate the delivery of new connected devices and services in the M2M market. This is to be achieved by industry collaboration, appropriate regulation, optimising networks as well as developing key enablers to support the growth of M2M in the immediate future and the IoT in the longer term

- Supported by the wider industry ecosystems and lead by 8 leading mobile operators

## GSMA Connected Living – "*Mobilising the Internet of Things*"

### Network Efficiency

*Define guidelines for **optimal utilisation of the network** by M2M services*

### Future Network

***Define future network requirements & capabilities** to support M2M services*

### Remote Provisioning

***Embedded SIM** commercial solution available and becomes a standard*

### Differentiated Machine SIM

***Differentiated regulatory or policy treatment** of the Machine SIM*

**Promote and gather requirements**

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## Priority Ecosystem Engagement
## Special Interest Groups – Automotive and Health
### Future Proposed – Education, Transportation & Utilities

# How to get involved in the Connected Living programme

## GSMA Connected Living – "*Mobilising the Internet of Things*"

| Network Efficiency | Future Network | Remote Provisioning | Differentiated Machine SIM |
|---|---|---|---|
| *Define guidelines for **optimal utilisation of the network** by M2M services* | ***Define future network requirements & capabilities** to support M2M services* | ***Embedded SIM** commercial solution available and becomes a standard* | ***Differentiated regulatory or policy treatment** of the Machine SIM* |
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Email: connectedliving@gsma.com to track progress or join the Special Interest Groups

Visit www.gsma.com/connectedliving for more information on the Connected Living Programme, upcoming events & Industry Research

Thank you