



The Future of IoT

Cameron Coursey
VP - AT&T Connected Solutions

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Evolving Asset Management

Supplement repeatable asset tracking solutions with one-time use options to solve common problems

50 Million

New assets are projected to be tracked in the next 5 years¹ with the emergence of single-use asset management

Close the visibility gap



Insight into goods at rest and in transit
Validate delivery

Shift from reactive to proactive data



Helps reduce holding expenses
Respond to issues during transit, not upon delivery

Mitigate risk on sensitive shipments



Chain of custody tracking
Track shipping conditions like temperature, humidity, shock, etc.

1 - Mordor Intelligence: 2023 Smart Label Market Analysis

AT&T Smart Label

Reduce blind spots in your supply chain with robust location & sensor data



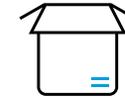
Smart Label

Small form factor with 180-day battery life

Location & sensor data across land, rail, air & sea

Connects seamlessly indoors & outdoors in 210+ countries globally

Use Cases



Track high-value shipments

Think: Medicine, manufactured goods



Temperature & condition monitoring

Think: Medicine, food, seeds



Chain-of-custody logging

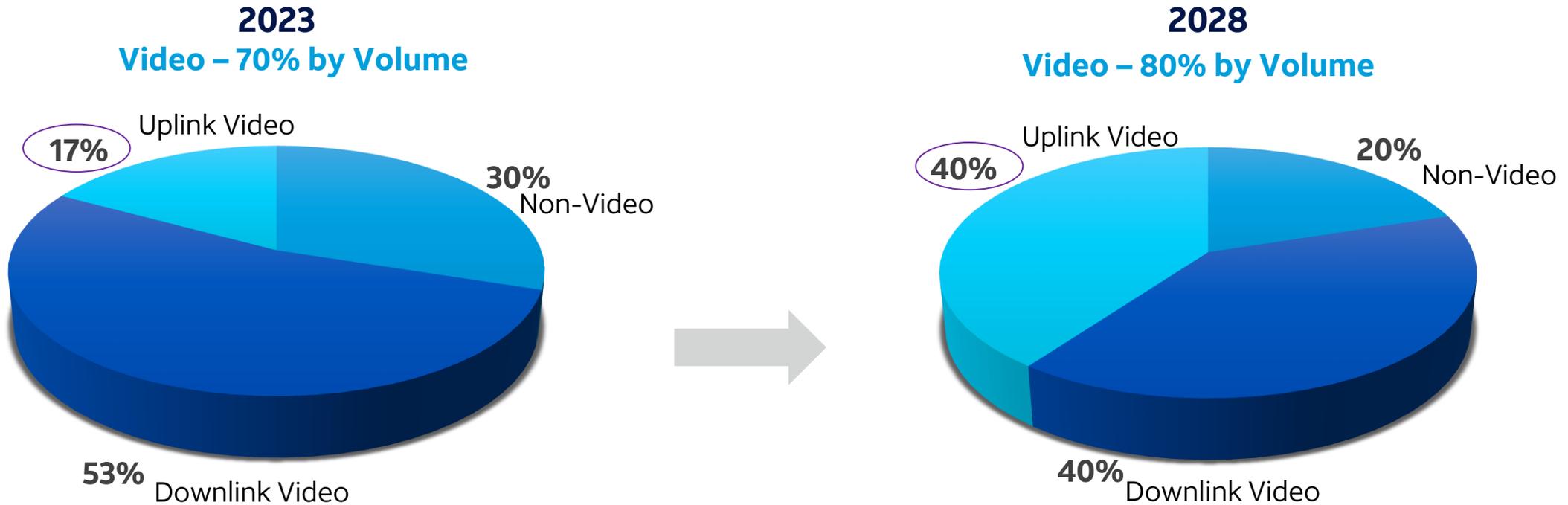
Think: Ballot boxes, lab samples



Enhanced delivery notifications

Think: Luxury goods reaching retail or end customer

Demand for Live Video over Cellular



Source: Ericsson Mobility Report
June 2023

- Today video traffic is 70% & expected to grow to 80%
- Uplink video traffic increase ~2.3x to 40% by 2028
- Key Drivers of uplink video: *IOT Video as a Sensor, Social Media, AR/VR/xR, Gaming*

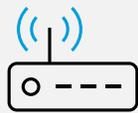
AT&T IoT Video Intelligence Overview

Video streaming & optimization features:

- High quality live video and audio streaming over cellular, wired, and Wi-Fi
- Unique compression technology reduces operational costs
- Secure, end-to-end encrypted video transmission



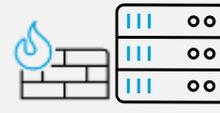
IP camera



Video router with built-in modem applies video optimization, analytics, and alert triggers



Video is securely transmitted over cellular, wired, and Wi-Fi



Low-bandwidth video stream is passed through the server (on premises or cloud-based)



Live video streams and alerts are delivered to control rooms and users' devices