

# IoT: THE “SMART” REVOLUTION

## IoT: From Smartphones To Smart EVERYTHING

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Our planet is undergoing a most unique revolution where the physical and the digital worlds—two realms that have always been divided and distinct—are now beginning to converge, communicate, and collaborate.

Through the Internet of Things (IoT), inanimate objects are being transformed into smart devices. But far more than a technological capability, IoT is heralding history: For the first time, computing and connectivity can be infused within—and will no longer need to be separate from—all the things that make up our world.

Digital capabilities will be integrated into even more of the devices that we carry. Woven into the items we wear. And embedded into all the objects—from the ordinary to the extraordinary—that fill our lives.

With mobile we connected people; with IoT we are connecting things. While digital ushered in the Internet, IoT gives rise to an “Outernet.” And where social media produces Big Data from *billions* of people—IoT will generate much BIGGER Data from *trillions* of things.

It’s small wonder that IoT creates such wide-ranging opportunities as dumb products can be reengineered into smart solutions. Single-purchase offerings can be reimaged into ongoing services (and ongoing revenues).

Further, objects can be turned into their very own sales channels. Products can produce an ongoing feedback loop for constant innovation, and improvements. Marketing can become precisely targeted to individual preferences. And a host of complex processes can be reformed into efficient activities—with cost-savings to the bottom line.

Unprecedented in its size, scope, and scale—and projected to be 10 times the economic impact of the World Wide Web—IoT marks the massive progression where our world moves from smartphones . . . to smart EVERYTHING.



## THE SMART REVOLUTION



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### In This Session, Attendees Learn:

- IoT’s size, scope, and scale of impact
- IoT Business Benefits and Marketing Opportunities across product innovation, revenue sources, efficiency, savings, data insights, customer experience, and more
- Packed with IoT case examples across B2B and B2C sectors—and regulated industries

Watch CK’s Videos On [IoT Here](#) and [Here](#)

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and it only gets better as she speaks! 


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I make this happen in MY business?" 

CK's insights, incredible energy  
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marketers the guidance they need 


CK's passion and humor is  
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An exceptional speaker, I hung  
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accessible to everyone! 


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A rare presenter that meets  
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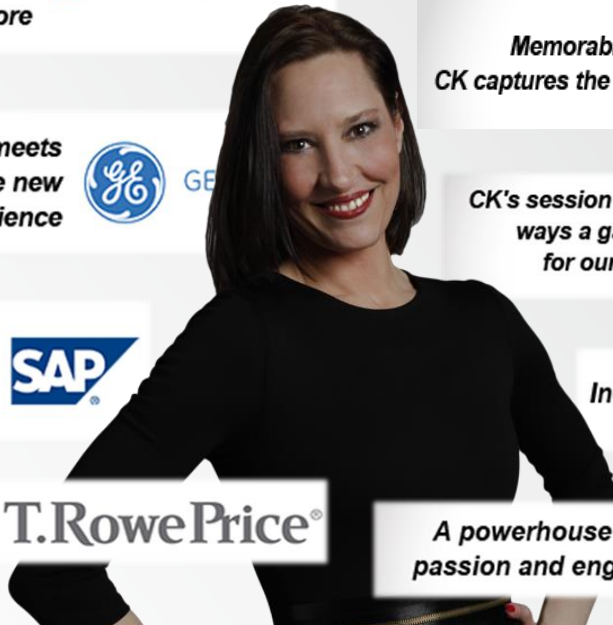
CK's session was in many  
ways a game-changer  
for our future plans   
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

A powerhouse of knowledge,  
passion and engaging delivery 



**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

[allthingsCK.com](http://allthingsCK.com)