

Internet Of Things For End-Consumer Products: Telefónica NEXT Enters The Next Phase With 'Geeny'

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All of these **networked devices** must be developed and controlled. This requires expertise in a wide range of disciplines, such as industrial design, hardware, software, data analysis and connectivity - complex processes and requirements that pose major challenges for providers in the **end-customer sector** in particular. However, manufacturers of existing **smart applications** also need to evolve. According to a study by Ericsson , over 20% of customers for wearables (e.g. fitness bracelet) abandon them because they have limited functionality and usefulness. A further 23% are unhappy with the lack of installed **connectivity**. **'Fitness-tracker manufacturers are already working with the food industry to develop diet plans for their customers on the basis of training data, for instance. In this sector alone, the cooperation opportunities are endless. But so far, there hasn't been an open marketplace where these users can engage with each other. Geeny is that marketplace'**, says **Jeff Katz**, Senior Practice Lead IT/Engineering at Telefónica NEXT. He presented the **IoT platform** to a wide and international community of developers this week at the **Wearable Technologies Conference** in Silicon Valley.

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