



# WHY ENABLING CONNECTED LIVING IS A MUST, NOT AN OPTION

## INTRODUCING THE INFOPAPER

**It's a whole new take on the whitepaper.**

In addition to expert analysis and real-world solutions to help keep your business on top of the latest trends, this infopaper provides clickable links that let you easily share content with employees and customers. Read more on external blogs, and contact HARMAN to get started.





# Keep Up with the Connected Lifestyle

The best technology is the kind we don't see. It fits seamlessly into everything we do and it's what living a connected life is all about. It's a world that we now expect. And it's essential to keep up in order to stay competitive and avoid being left behind.

## Meet the Contributors

These thought leaders from around the globe help us analyze the realities of connected living—specifically with regard to connected driving, mobile, enterprise, lifestyle and home.



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## Journey through a Day in the Connected Life

Meet Jeffrey, a 44-year-old accountant and single dad of two teenage daughters.

He lives a busy, connected life and relies on technology he doesn't even know about. We'll follow him throughout a day in his life to highlight how HARMAN solutions make it all possible—and why, if you're not taking part, you're missing out.



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# Connected Driving

Jeffrey **loves the convenience** and fun-factor of his connected car.

- It **monitors miles driven and even sends reminders** to his IVI screen when it's time to schedule a service appointment.
- His map software updates automatically, so he's **always prepared on the road**.
- On top of everything, Jeffrey is relieved to hear that his OEM uses a **range of security management technologies and applications** to help keep him and his family safe in the car.



By 2020, there will be

## 250 mil

connected vehicles on the road enabling new in-vehicle services and automated driving capabilities.

Source: [gartner.com/newsroom/id/2970017](http://gartner.com/newsroom/id/2970017)

...within five years

## 1 in 5

vehicles around the world will have some sort of wireless internet connection.

Source: [zdnet.com/article/gartner-predicts-a-quarter-billion-connected-vehicles-by-2020/](http://zdnet.com/article/gartner-predicts-a-quarter-billion-connected-vehicles-by-2020/)

## 60%

of Americans are willing to share data from their car with the vehicle's manufacturer—if it includes one free maintenance session.

Source: [m.fool.com/investing/general/2015/02/06/17-internet-of-things-statistics-you-dont-know](http://m.fool.com/investing/general/2015/02/06/17-internet-of-things-statistics-you-dont-know)



Dana Blouin

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Computer technology, which doubles every two years, advances much faster than automotive technology, so pairing the two can be a complicated proposition. Some basic questions that come up are: how is software updated in the car, and how is the computer upgraded if needed before the end of a car's lifespan.



David Wood

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Software in these items is increasingly networked together, so that defects in one piece of software can have effects that ricochet unexpectedly widely. For example, a hacked thermostat can end up reporting industrial secrets to eavesdroppers on the other side of the planet.

## How HARMAN Makes It Happen for Connected Driving

HARMAN's Connected Car Software Management enables car manufacturers and Tier-1 suppliers to rapidly adapt to the evolving landscape by allowing them to securely manage all in-vehicle, software-driven components anywhere and at any time—whether on the production line, at the dealer lot or in owners' driveways. Plus, our security and cybercrime experts can help you make the right decisions, so you can capitalize on technological innovation and tackle cyber challenges.

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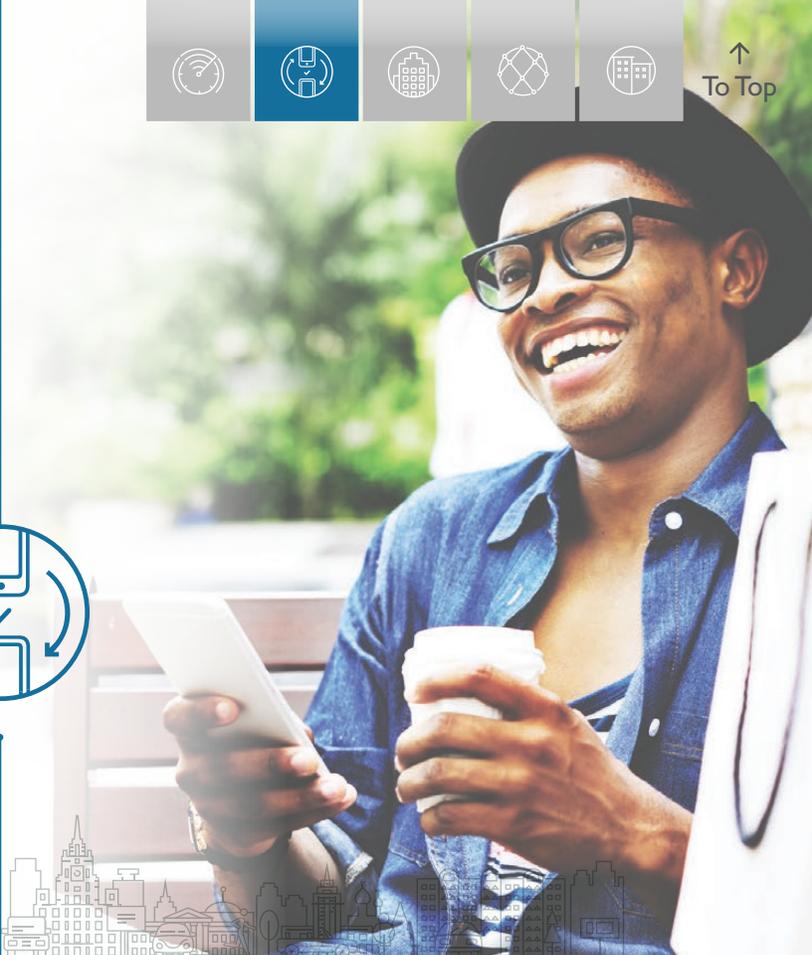
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# Connected Mobile

Jeffrey takes the morning to **help his 80-year-old father** pick out a new phone.

- Since his dad is alone a lot, he opts for a phone that comes with a **special one-on-one assistance service**.
- It provides **24-hour personal service** that his dad can use for help finding local seniors activities and even gift ideas for his granddaughters.
- Staying in touch with the personal assistant is as simple as joining a **live chat, making a call or sending an email**.



By 2019,  
**2.6 bil**  
people will be using smartphones worldwide.

Source: <http://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/>

In 2016, mobile apps are expected to make  
**\$50.9 bil**  
in revenue.

Source: <http://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>

In 4 years time,  
**80%**  
of mobile data usage is expected to come from smartphones.

Source: <http://www.ericsson.com/news/1925907>



Howard Moorey

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As the world becomes more connected, a sector of the services industry has been rapidly developing around gaining feedback and enhancing the customer experience—often to differentiate one business from the rest of its competition.



Dana Blouin

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Not every company is going to be in a position to build all of these aspects themselves, which is why it makes sense to utilize companies that already have such an infrastructure in place.

## How HARMAN Makes It Happen for Connected Mobile

HARMAN helps you create iconic products so you can deliver rich experiences for niche audiences. We'll do everything from assisting you through custom app development, to ensuring product success with user testing and launch activity.

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# Connected Enterprise

To save time in his busy life, Jeffrey **orders his groceries online** and then picks them up when notified that they're ready.

- Unbeknownst to him, the grocery store is equipped with **temperature control smart technology**.
- The technology **counts customers and adjusts room temperature** accordingly.
- It helps ensure **customers remain comfortable** and that the store itself is efficient with its resources.



In 3 years,  
**90%**  
of mobile data traffic will come from Cloud applications.

Source: <http://www.forbes.com/sites/louiscolombus/2015/09/27/roundup-of-cloud-computing-forecasts-and-market-estimates-q3-update-2015/#641f63f66c7a>

**78%**

of small businesses in the U.S. will fully adopt the Cloud by 2020, 41% more than today.

Source: <http://www.forbes.com/sites/louiscolombus/2015/05/04/roundup-of-small-medium-business-cloud-computing-forecasts-and-market-estimates-2015/#3a9957ed1646>

The value of Cloud equipment could reach  
**\$79.1 bil**  
in the global market by 2018.

Source: <http://siliconagle.com/blog/2014/01/27/20-cloud-computing-statistics-tc0114>



Howard Moorey

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Those offering customization services can learn much—and derive great benefit—provided they listen, learn, offer the best quality and change often. This is a Golden Rule, no matter what your industry, and it is the reason disruption is rife.



Dana Blouin

Connect with Dana >

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Having all devices tie back to a cloud platform allows the service provider to look at individual user data as well as groups of user data. This can allow the provider to identify trends in usage, and even predict what service areas might become more popular.

## How HARMAN Makes It Happen for Connected Enterprise

HARMAN creates custom solutions for companies based on specific business needs. We can help you enjoy more frequent and less restricted collaboration between co-workers, partners, and customers, as well as reduce capital and operating costs through connected solutions—ultimately enhancing business agility and speed.

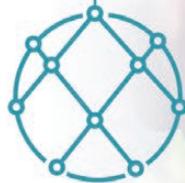
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# Connected Lifestyle

Jeffrey **relies on all his devices**—tablet, smartphone, laptop and smartwatch—to keep track of his and his daughters' hectic schedules.

- **Seamless updates are crucial** since his smartwatch is with him at all times, and can update him if the girls need to be picked up.
- As a busy father, his wearables even save him time while he's doing errands by keeping shopping lists current and optimized with **location-sensitive coupons**.
- His **connected lifestyle is a must** in today's technology-filled world.



This year, there will be nearly

## 25 mil

shipments of smart watches worldwide.

Source: [www.statista.com/statistics/302722/smart-watches-shipments-worldwide/](http://www.statista.com/statistics/302722/smart-watches-shipments-worldwide/)

In 2012,

## 31%

of Americans owned a pedometer.

Source: <http://www.statista.com/statistics/259844/fitness-devices-owned-by-us-consumers/>

The global wearables market is expected to reach a value of

## \$53.2 bil

in 2019, more than ten times its value five years prior.

Source: [statista.com/statistics/259655/wearable-device-market-value-forecast/](http://statista.com/statistics/259655/wearable-device-market-value-forecast/)



David Orban

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While relatively new, and with user interaction models that are still developing, it is understandable that there can be no wearable electronic device that wants to survive the cutthroat competition for our attention and money that can afford to be disconnected.



Howard Moorey

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We expect our music, our address books, our social messages, and our emails to be available to us anywhere, anytime.

## How HARMAN Makes It Happen for Connected Lifestyle

With HARMAN's software management solution, you have the ability to efficiently keep your connected devices relevant in a highly competitive market. It enables the software on wearables to be managed OTA.

In addition, HARMAN continues to make waves with revolutionary advancements in audio technology.

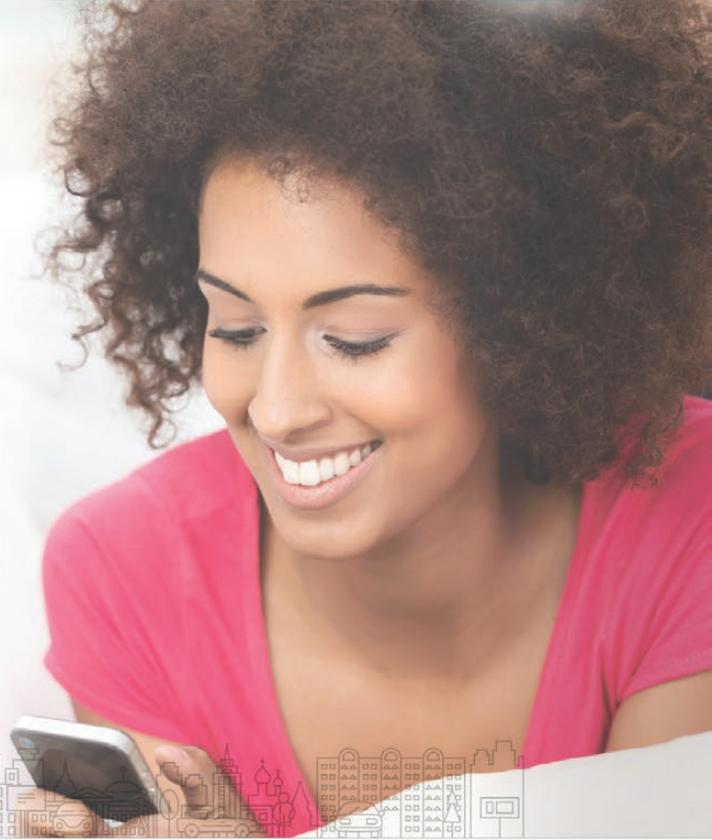
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# Connected Home

Being a single dad, it's important for him to be **connected to his home**, where his daughters are often alone after school.

- During work, he gets a text that his daughter is locked out. He's able to text her a **code from his smart lock and grant her one-time entrance**.
- Smart home technology lets him **solve problems from afar** and gives him peace of mind.
- To top it off, when he gets home at night, his connected **home picks up the audio track from his car** for a seamless experience.



By 2019, companies will ship

## 1.9 bil

connected home devices, bringing in about \$490 billion in revenue.

Source: m.fool.com/investing/general/2015/02/06/17-internet-of-things-statistics-you-dont-know

## 15.03 mil

estimated U.S. households will have smart home systems in 2019.

Source: beforeitsnews.com/science-and-technology/2015/04/3-easy-steps-to-home-or-office-automation-and-energy-saving-with-the-staples-connect-2760104.html

## 70%

of Americans want to control something via their mobile devices at home, without leaving bed.

Source: www.usatoday.com/story/tech/2014/12/30/internet-of-things-connected-home-samsung-google-apple-nest/20400281/



**Benjamin Cabe**

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Technologies like 6LoWPAN allow us to build battery-powered devices able to communicate wirelessly for years, so why not just deploy a new PID temperature control algorithm in that smart thermostat of yours, rather than spending yet another couple hundred dollars on a new one (...just like you did last year, and the year before that!)



**David Orban**

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We spend most of our time in our homes, and with the progressive adoption of teleworking and remote distributed teams, this is bound to increase. Some of the objects in our homes—our notebooks, television sets, and smartphones—are all networked, and we get to experience the advantage of their connectedness, naturally wanting to extend it to other functions of the home too.

## How HARMAN Makes It Happen for Connected Homes

HARMAN software management enables comprehensive management of all connected devices in the smart home. Connected devices in the home are monitored, configured and updated using a smartphone, a gateway on the home network or directly from the cloud. Adhering to recognized standards, both to the home and within it, guarantees holistic device interoperability and management.

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# The Reality of Connected Living

In today's connected world, people expect brands to deliver optimized features, functionality and performance. The brands and ideas that will be rewarded are those that flawlessly and continuously serve growing and changing consumer needs.

**As a partner to the world's leading connected brands, HARMAN enables all devices—regardless of complexity—to connect and adapt, which translates to those brands keeping a competitive edge.**

From custom app development through product launch to software and device management services to custom solutions for niche business needs, HARMAN's proven expertise delivers end-to-end solutions that are guaranteed to perform.

Connected Driving



Connected Mobile



Connected Enterprise



Connected Lifestyle



Connected Home

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