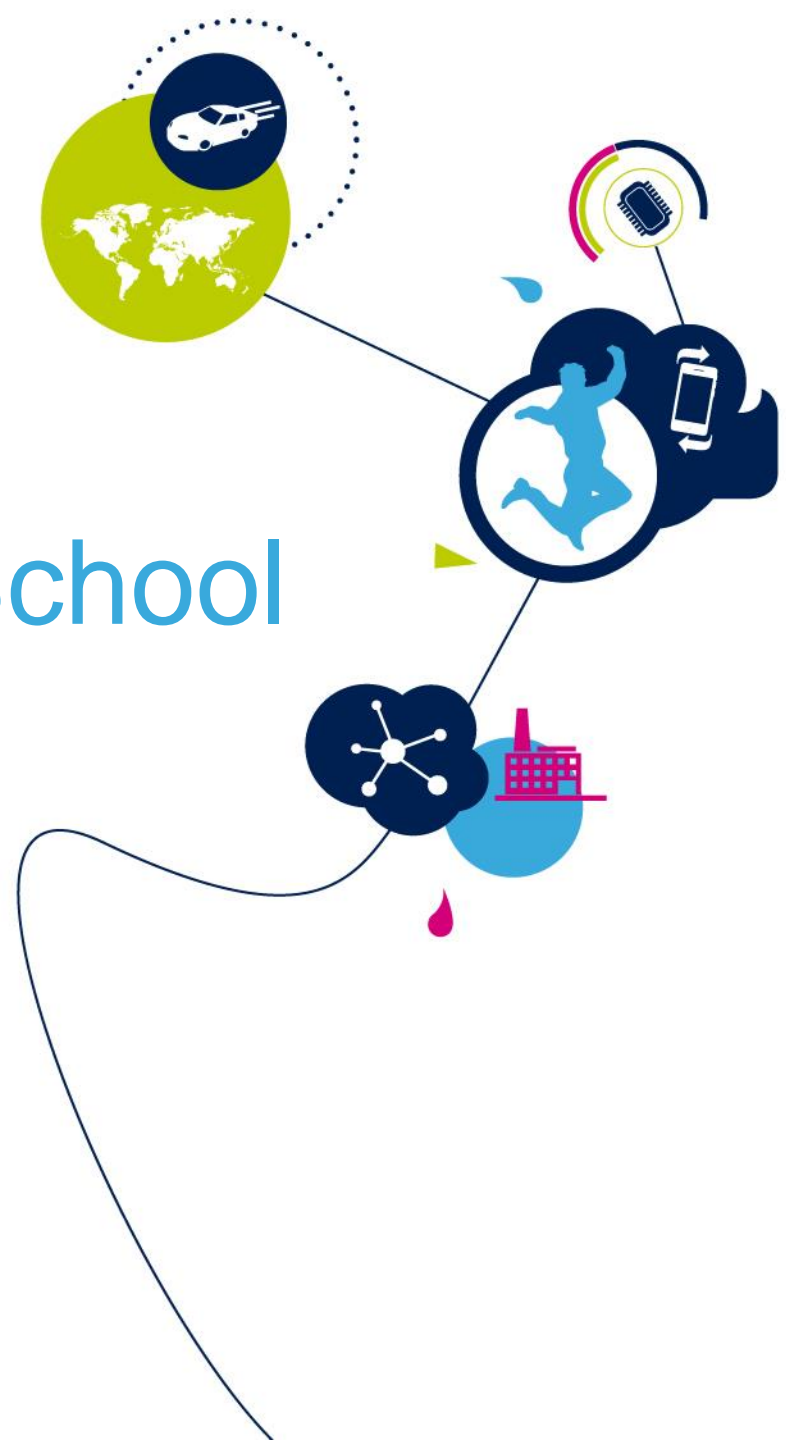


# Connected Health Summer School

IoT and Mobile in Connected health :  
a commercial prospective

Olivier Horbowy - STMicroelectronics



# Who Are We?

2

- A global semiconductor leader
- 2017 revenues of **\$8.35B** with year-on-year growth of **19.7%**
- Listed: NYSE, Euronext Paris and Borsa Italiana, Milan

- Research & Development
- Main Sales & Marketing
- Front-End
- Back-End



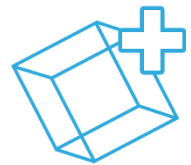
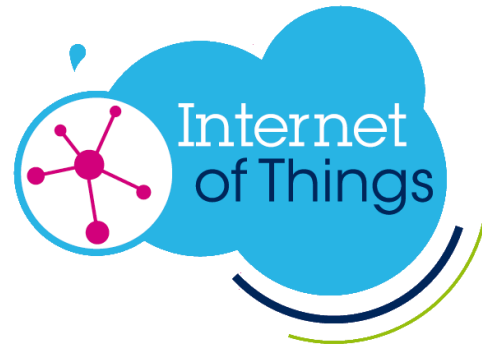
- Approximately **45,500** employees worldwide
- Approximately **7,400** people working in R&D
- **11** manufacturing sites
- Over **80** sales & marketing offices

As of December 31, 2017

# Application Strategic Focus

3

The leading provider of products and solutions  
for Smart Driving and the Internet of Things



Smart Things



Smart Home & City



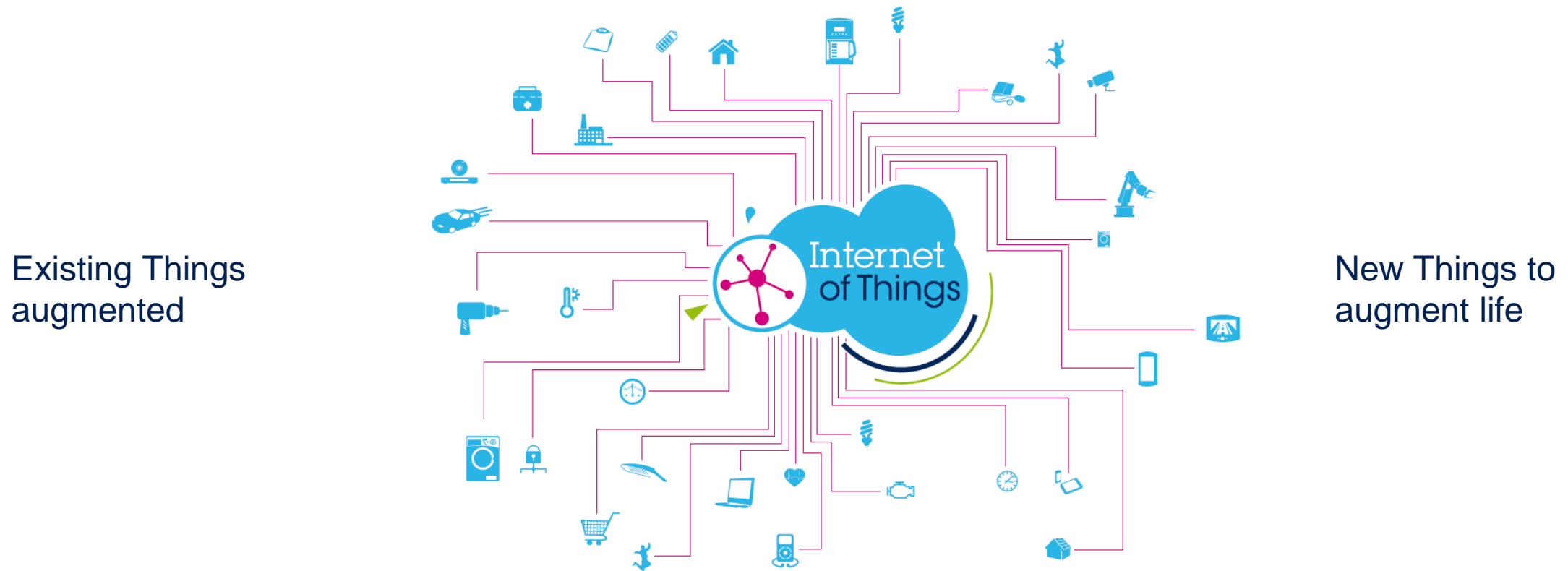
Smart Industry



Smart Driving



# The Internet of Things



“Things that leverage the internet to make them smarter...”

# The Building Blocks of the IoT

5

## Sensors & Actuators



Motion  
MEMS



Environmental  
Sensors



MEMS  
microphones



Touch Sensor



Micro-actuators

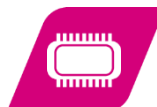


Proximity sensor



Image sensors

## Brain



Low-power brain



Sensor fusion

## Communication



Ultra-low power  
connectivity

## Interfaces



Analog

## Energy



Smart energy  
Management





# Contributing to a dynamic European IoT ecosystem

[illegible]

# Prototyping process

6

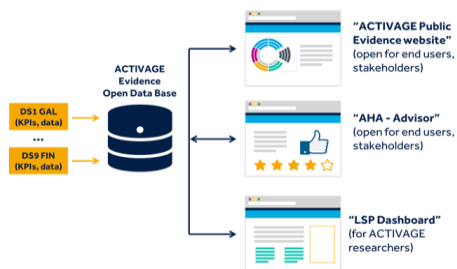


- Elderly People
- Chronic Diseases
- Prevention



1

## ACCEPTANCE



- Clear evaluation framework
- Quantification of added value
- Evidence on Impact

3

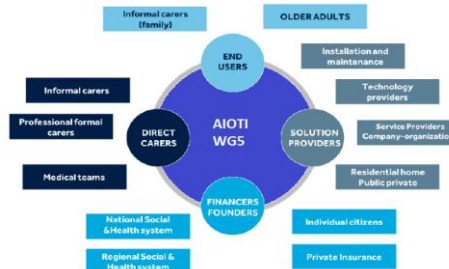
## IMPACT



- Technologies (Sensors, SW, Cloud, Security, Privacy)
- Living Lab
- Large Scale Pilots

2

## USE CASE PROTOTYPING



4

## EVANGELIZATION

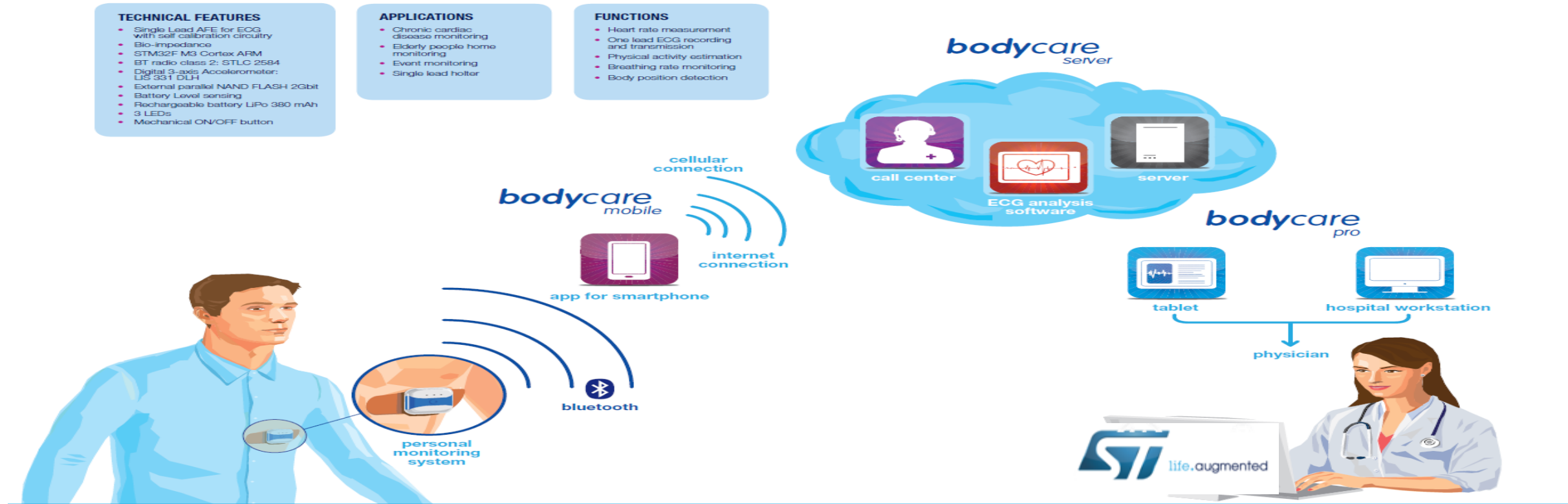


- Business Model Innovation
- Network Sustainability
- User Empowerment

5

## SUSTAINABILITY ECOSYSTEM EXPANSION

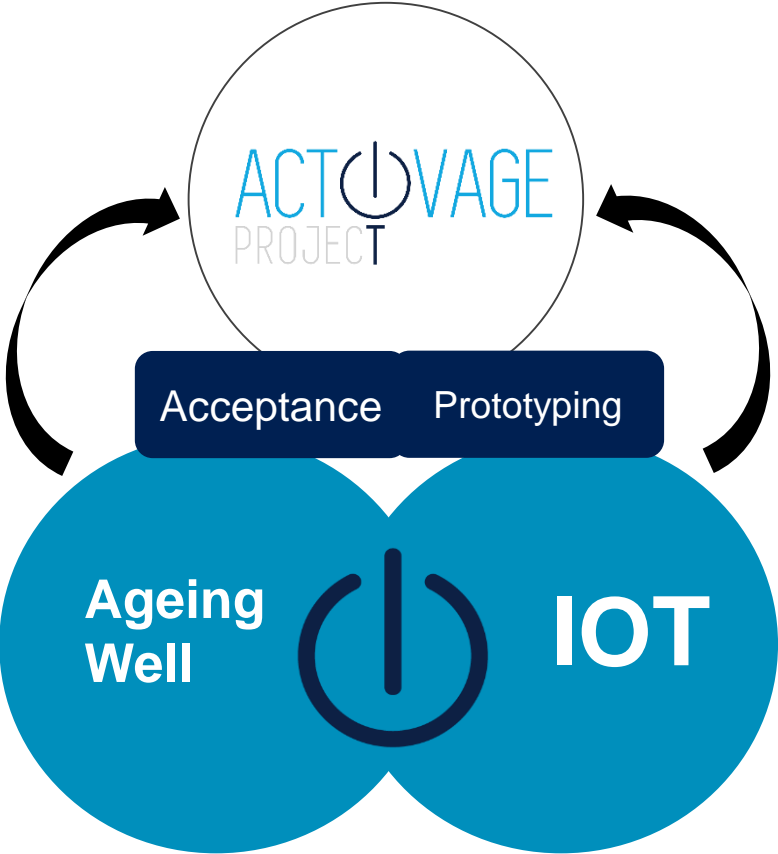
# Bringing inventive ideas to life: ECG Patch



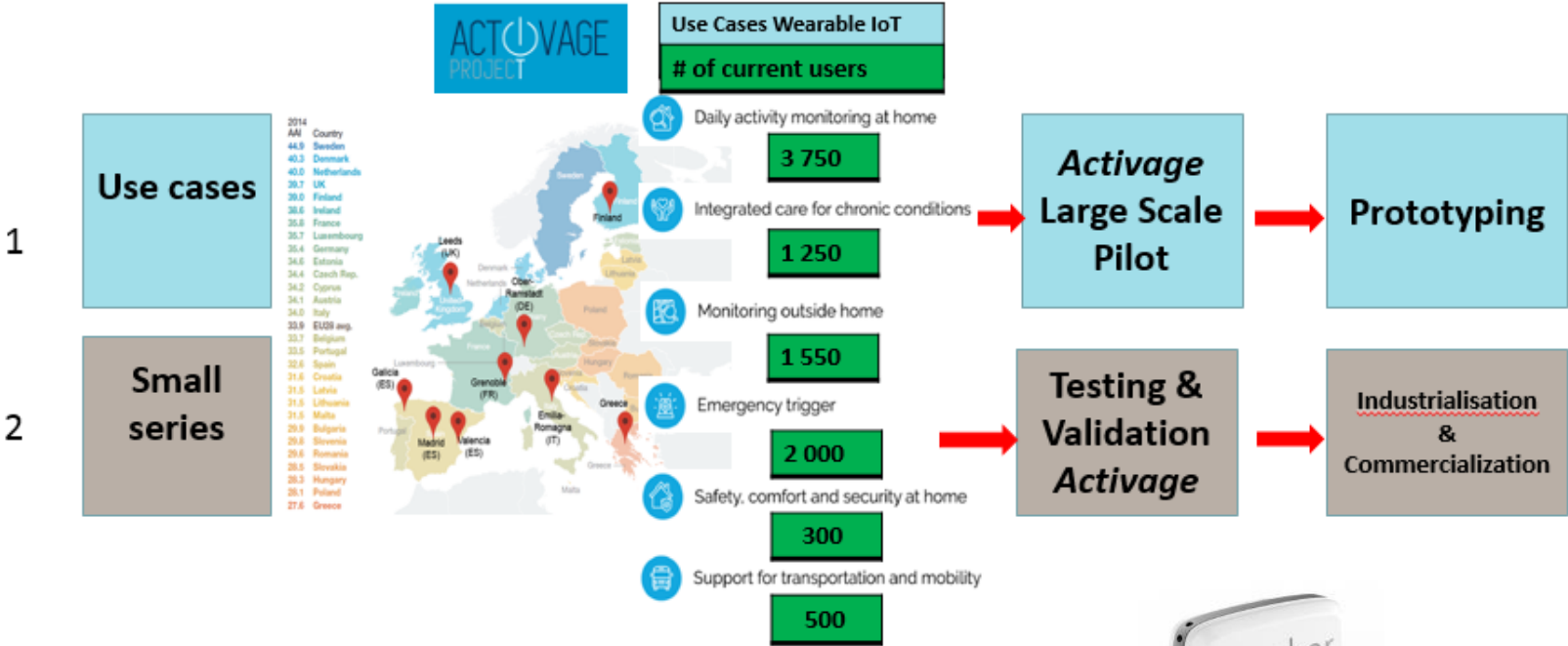
Solution certified worldwide (CE, FDA, CFDA)



# Bringing inventive ideas to life: Wearable IoT platform

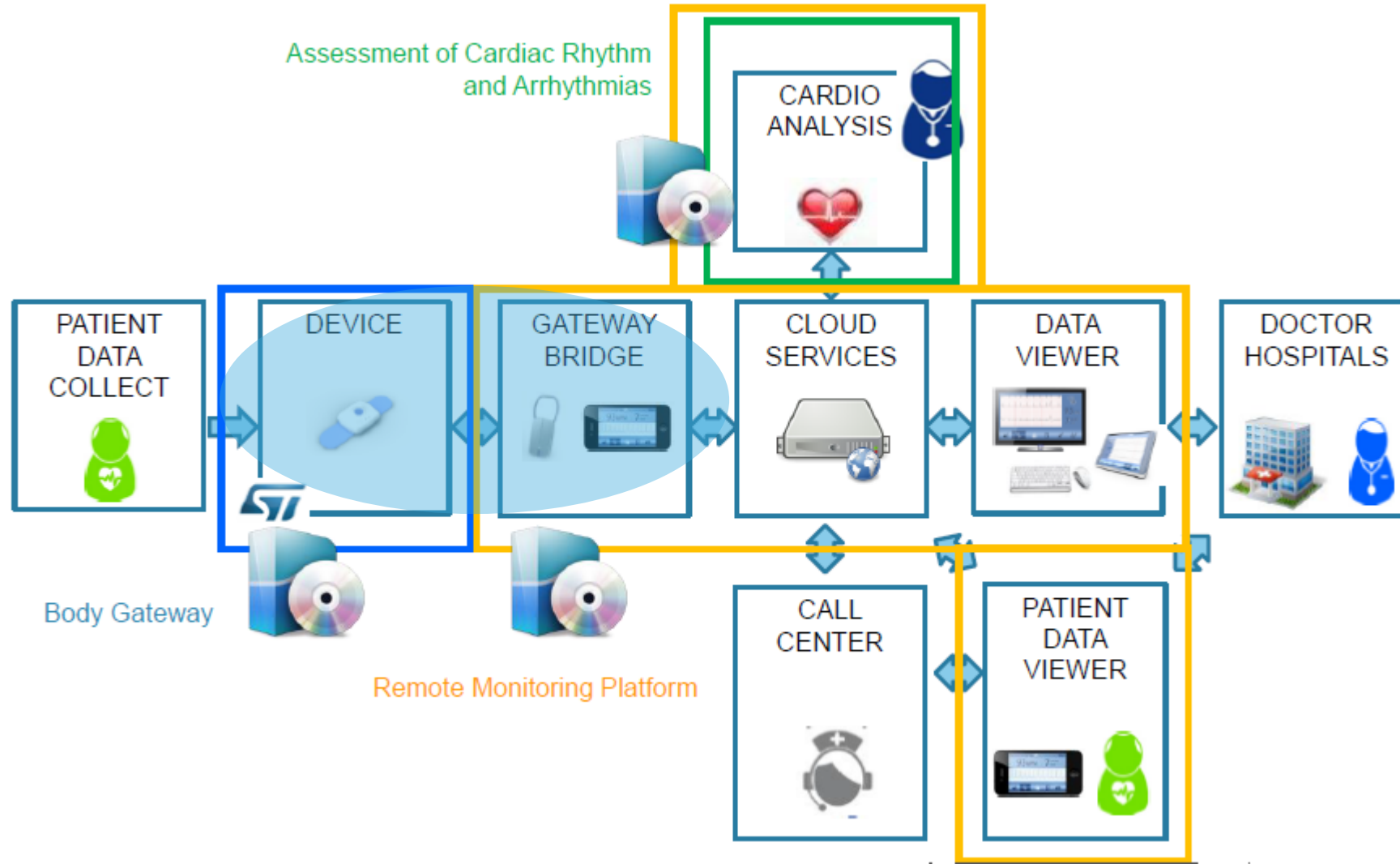


## Prototyping process



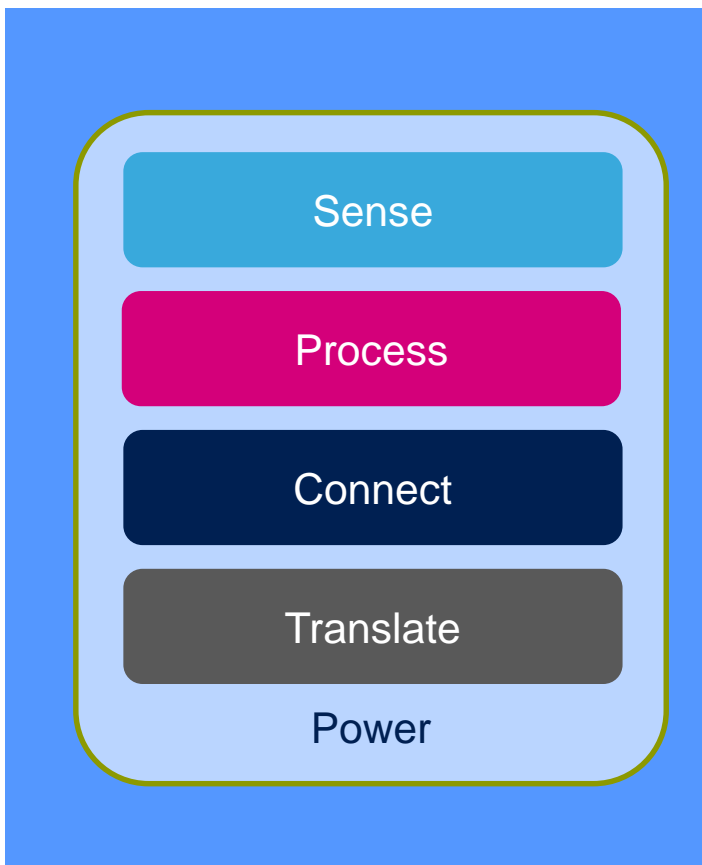
# Building blocks for an IoT Device in connected health

10

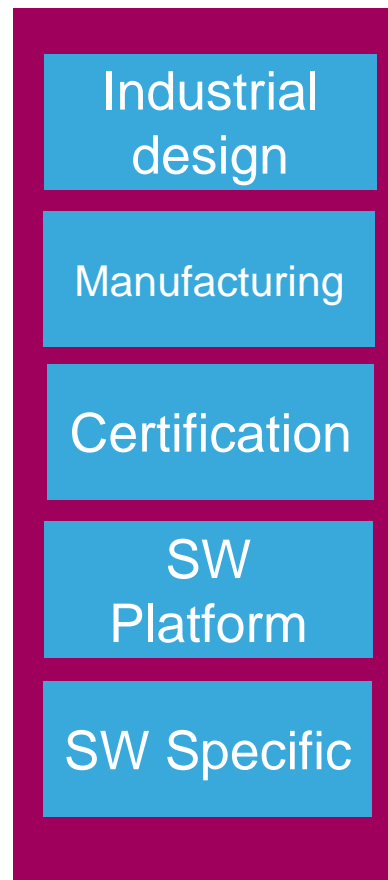


# Overcoming IoT fragmentation

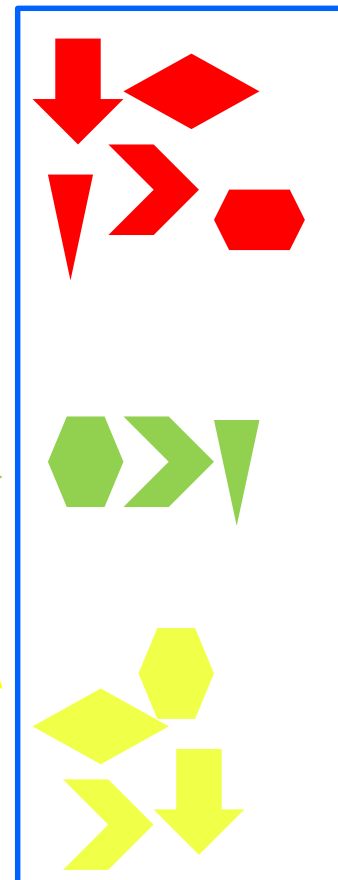
## Technology



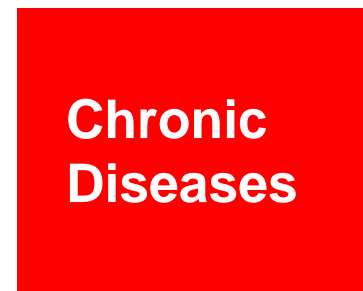
## Partners



## IoT Platform



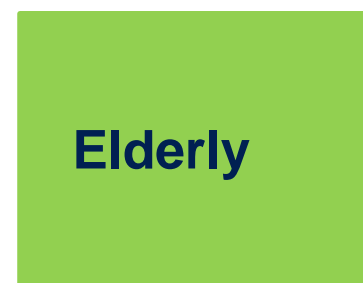
## Connected Health Macro Segments



Use Case 1

Use Case 2

Use Case n



Use Case 1

Use Case 1

Use Case n



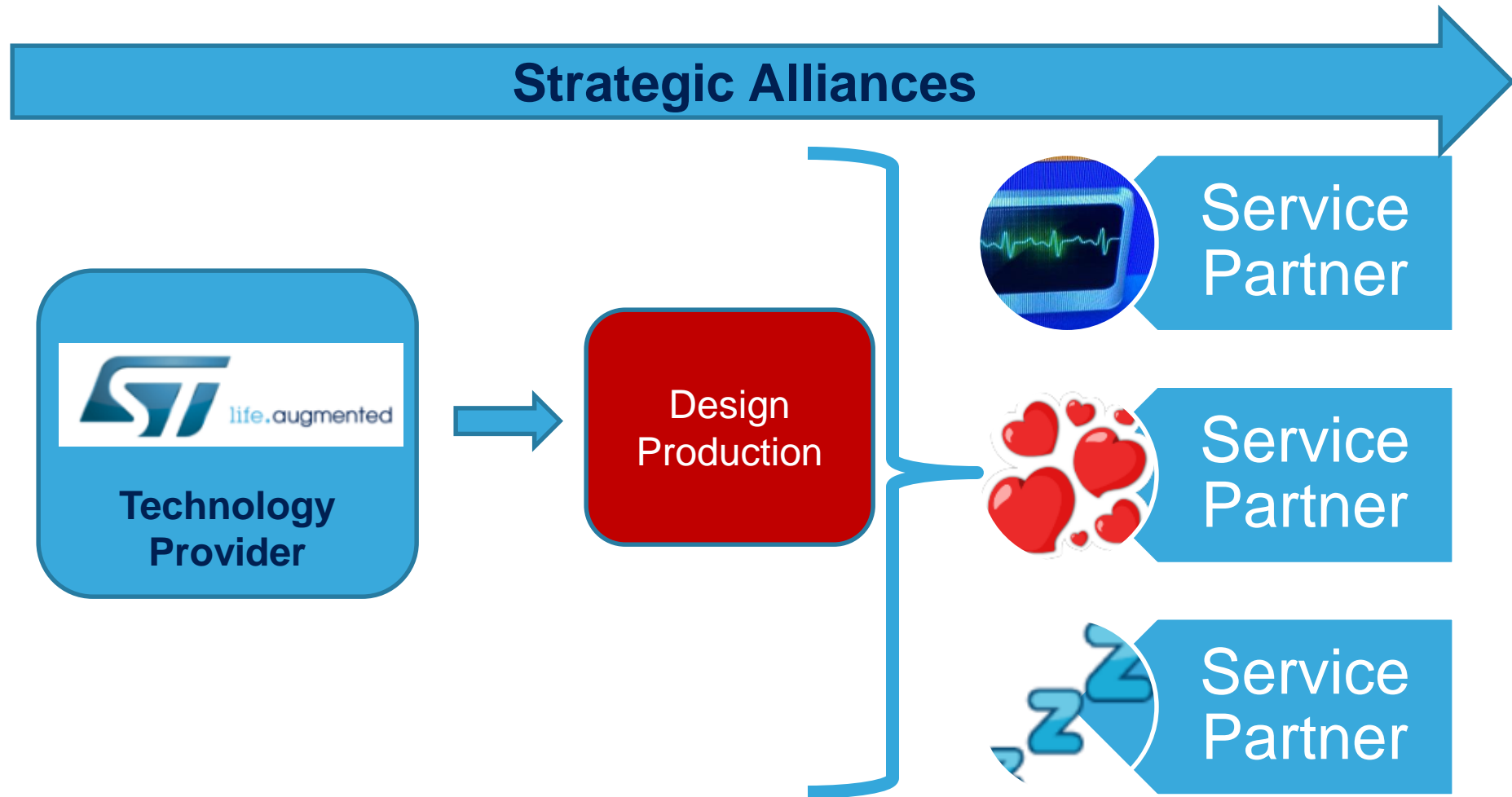
Use Case 1

Use Case 2

Use Case n

# Business Model: Profit Sharing

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**Model: enhancement of the ST technology portfolio and partnerships in telemedicine**



life.augmented