## Connecting Smart Objects

### The Market - Global connections\* (excluding M2M)

#### CELLULAR CONNECTIONS

2015

7.3bn

2020

8.9bn

\*Sources: GSMA (Mobile Economy 2016 – Intelligence 2016)

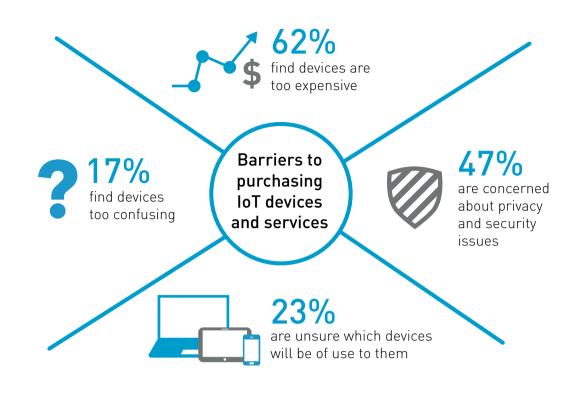
#### **SPLIT BY DEVICE**

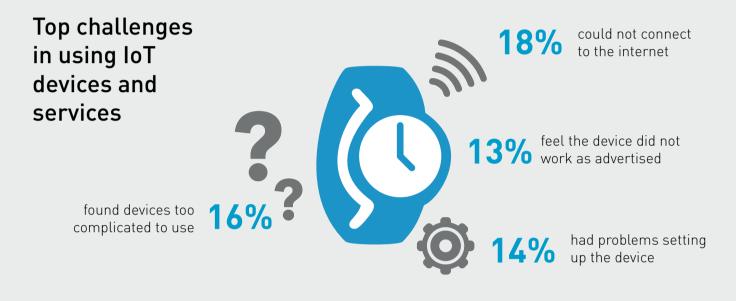


Smartphone Basic/feature phones

Data terminals

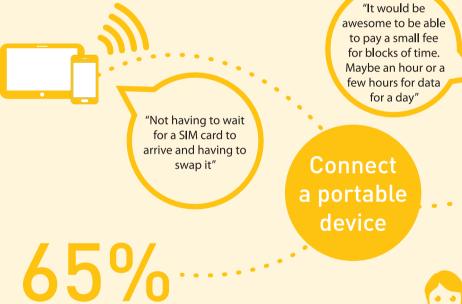
# The Barriers and Challenges





Source: 2016 Accenture Digital Consumer Survey

### What Consumers Want



on top of a \$320 equipment: • **\$30** Too Cheap

**Acceptable pricing** 

- **\$55** Great Value
- \$110 Too Expensive

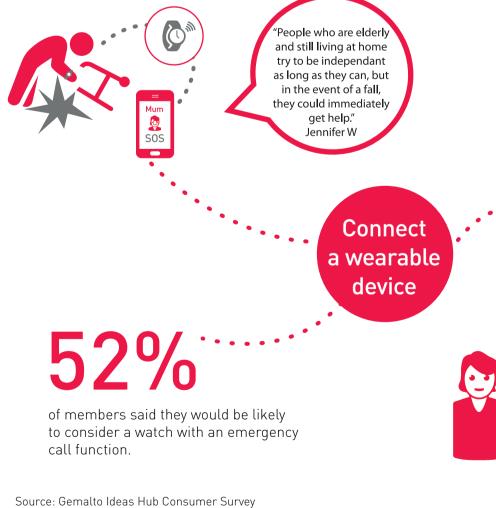
"I love the idea that

of members said they would be likely to consider a device with "ONE STEP CONNECTION" functionality.



mobile-enabled and you can just pay as you go depending on your need"

the device is already



• \$100/\$200 for the watch

**Price Point:** 

- \$20 for a monthly
- connection fee • \$25 monthly call
- center fee

I refuse to wear anything obvious which communicates that. With this, it wouldn't be obvious why I was wearing it.' Jane R

have Epilepsy which

is a private issue.

# Gemalto Enables



#### Ease of Use Seamless connectivity

experience for consumers



## Freedom to Connect

Connecting users when

they want, where they want



### Ensure service continuity while

connecting to the most reliable provider

Find out more: http://www.gemalto.com/mobile/networks/on-demand-connectivity

