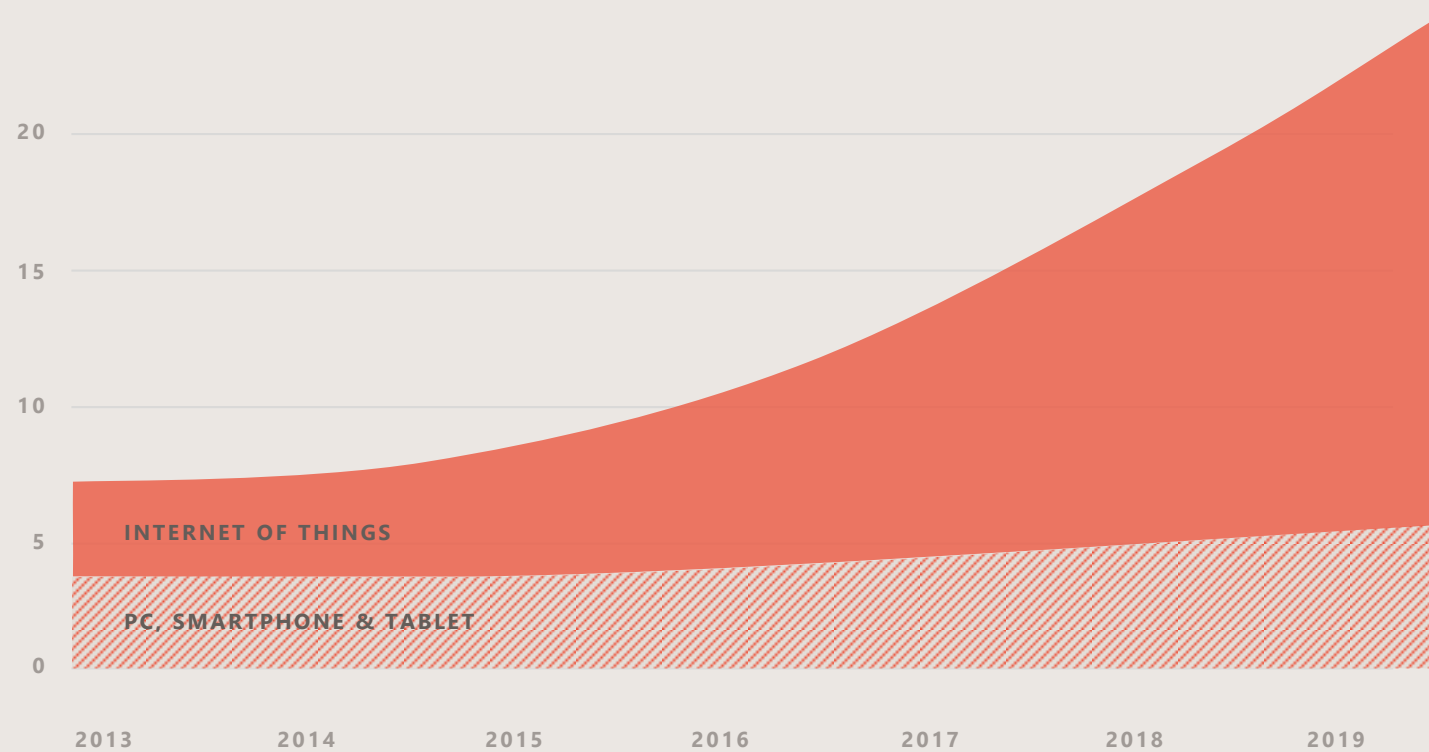


IoT

September 2015



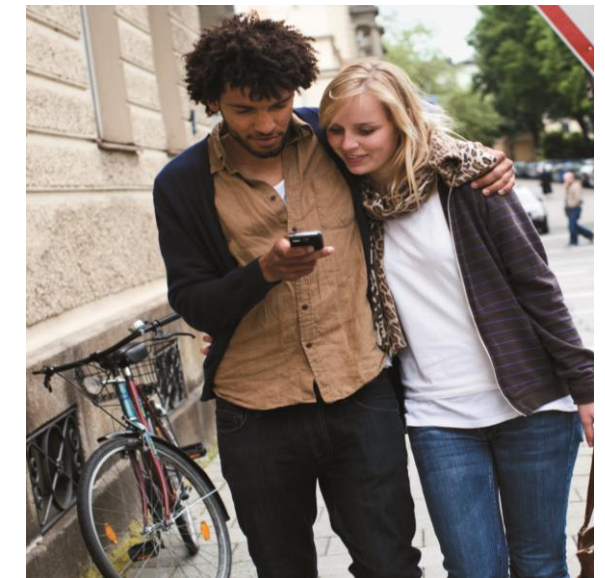
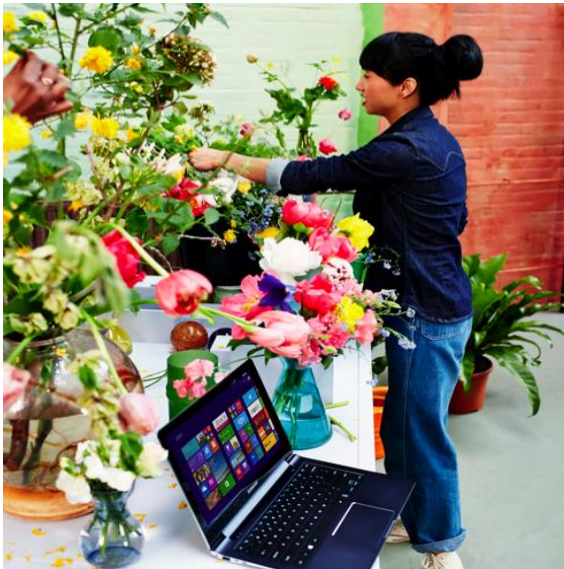


GROWTH OF CONNECTED DEVICES
1=1 BILLION UNITS



Microsoft

Tecnologías Emergentes





HUGGIES® TweetPee



The first diaper that
tells mommy when
it's time to change.

Situation

Huggies are super awesome. They're really comfortable, but mommy is new at being a mommy, so she doesn't always know when I need a change. Also, I don't really talk yet, so I can't tell her when I need one.

Idea

TweetPee. A diaper gadget that tweets moms with 'diaper condition' information; saves money by preventing unnecessary changes; and allows mommy to buy diapers on-line.

Results

Huggies is proving that diaper innovation can go beyond just comfort and absorption for babies. Moms are excited at the possibility that one day, every diaper will be able to speak for itself. And Babies like me are dry and happy.



See what mommies think
of the experience:
www.huggiestp.com.br

How it works:



A sensor detects humidity inside the diaper and issues a message.



An antenna, connected to a computer, receives it and sends a tweet.

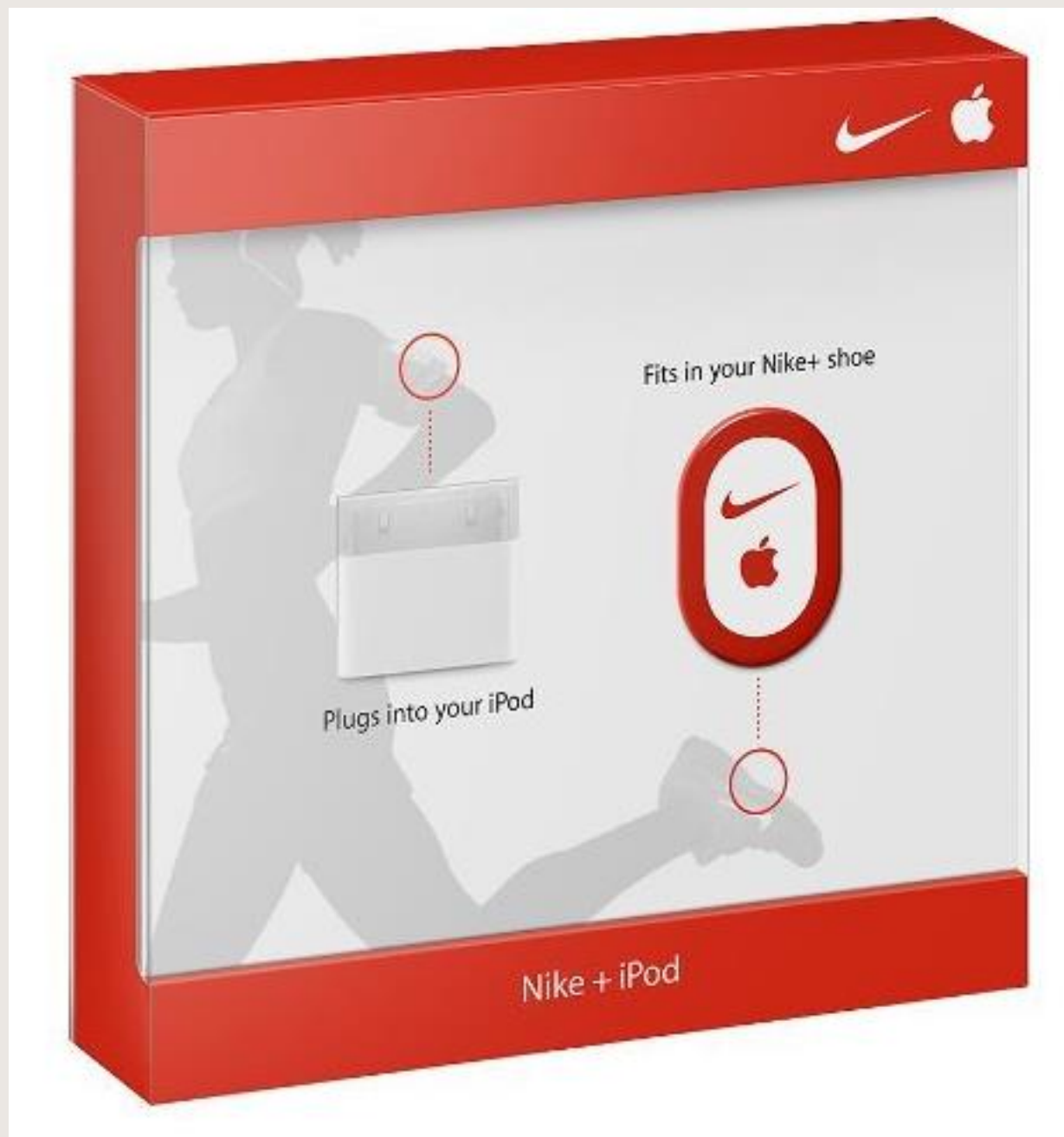


Everybody with access to the baby account is notified.



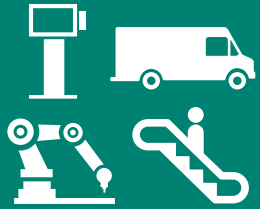
With a simple click, diapers can be bought and received at home.





What is the Internet of Things?

Things



Connectivity



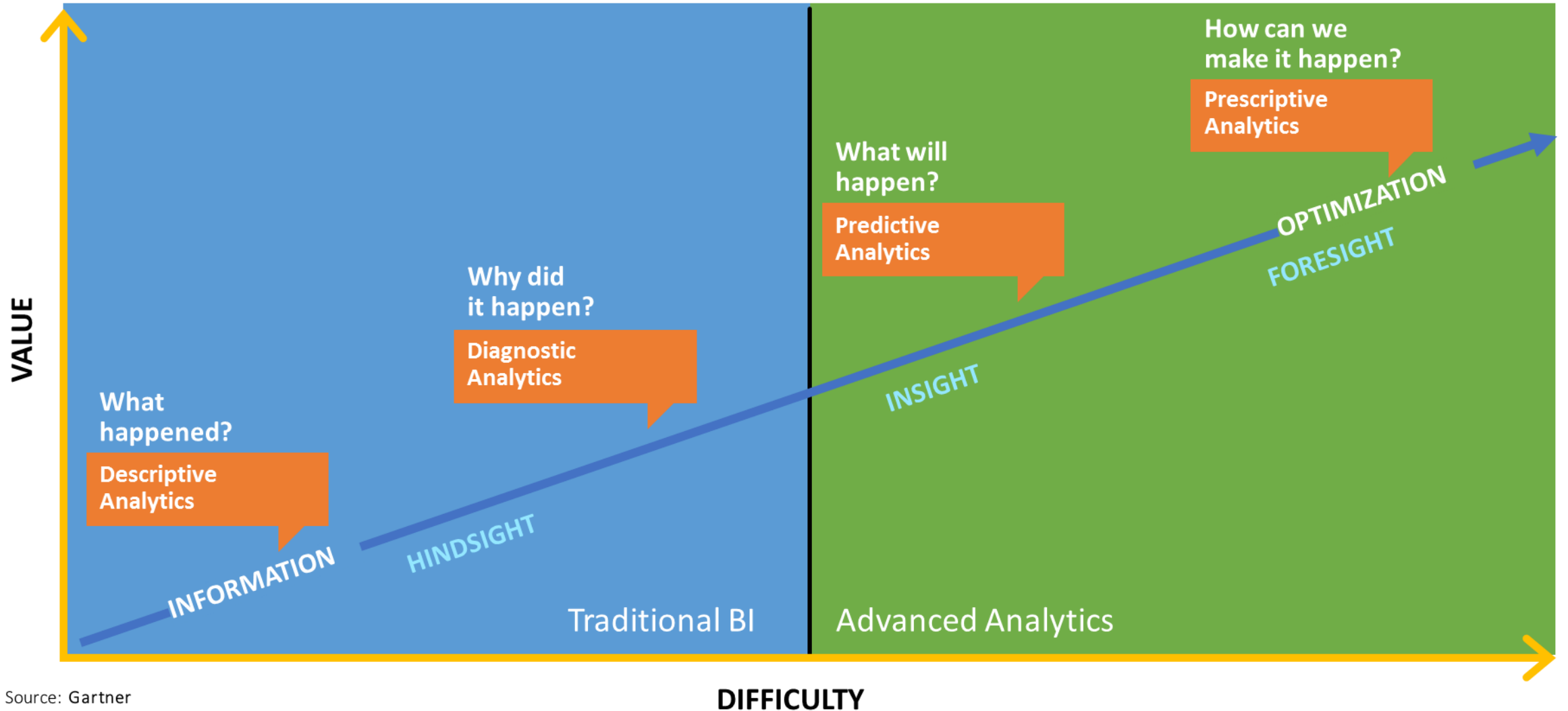
Data

10101
01010
00100

Analytics



Analytics

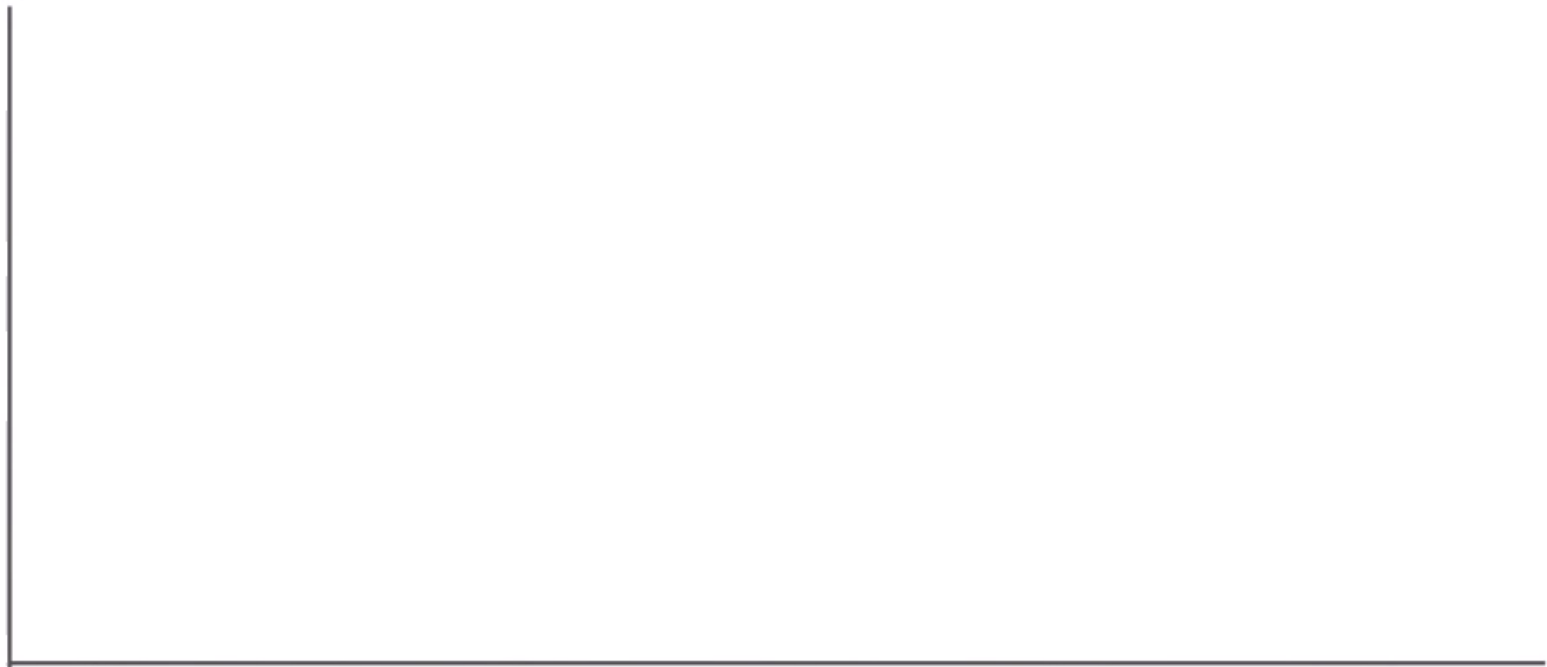


Source: Gartner

DATA IS BECOMING
THE NEW SOURCE
OF DIFFERENCIATION



Steps



Source: <http://www.fujitsu.com/global/about/resources/news/press-releases/2013/1015-01.html>

Elapsed time

