

# **Geo IoT Technologies, Services, and Applications Market Outlook: Positioning, Proximity, Location Data and Analytics 2016 - 2021**

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## **Abstracts**

Just as location determination has become an essential element of personal communications, so shall presence detection and location-aware technologies be key to the long-term success of the Internet of Things (IoT). Geo IoT will positively impact many industry verticals. For example, location enabled IoT brings connectivity, process improvements, and data to both shoppers and retailers.

Geo IoT is anticipated to move well beyond simply the ability to determine proximity for commerce and various retail applications. Longer term, presence detection and location determination will be a critical aspect of IoT privacy, security, and preference management for both consumer and industrial applications.

This research assesses the technologies and market opportunities for presence and location in IoT. The report evaluates specific Geo IoT solutions from leading companies across various industry verticals. The report provides a market outlook and forecasts for 2016 through 2021. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

### **Key Findings:**

Geo IoT revenue will reach \$49B globally by 2021

Location aware IoT brings host of applications for the retail sector

Effective IoT location relies upon a combination of WAN, LAN, and PAN

The use of mobile phones and beacons as transceivers is transforming in-store retail

The next big area for IoT presence and location will be next generation wearable technology

Presence detection and location determination will be critical for IoT privacy, security, and preference management

#### Target Audience:

In-store retail sales industry

Wireless device manufacturers

Wireless network service providers

IoT infrastructure and solution providers

Presence and location technology vendors

Semiconductor and embedded systems providers

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