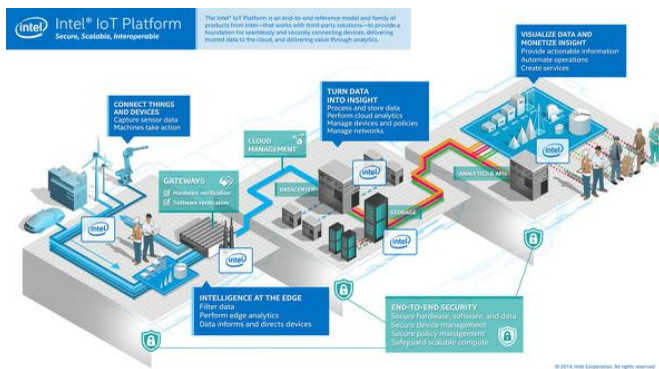


## Intel Bets Further on IoT

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In a bid to "move the Internet of Things (IoT) from infancy to mass deployment" Intel announces the Intel IoT Platform-- an "end-to-end reference model designed to unify and simplify connectivity and security for the IoT."



"With this platform we are continuing to expand our IoT product family beyond silicon with enhancements to our pre-integrated solutions that make IoT more accessible to solution providers," Intel claims. "IoT is a rapidly growing market but faces scalability hurdles. By simplifying the development process and making it easier to deploy new solutions that address market needs, we can help accelerate innovation."

The company says the IoT will bring about 2014 revenues worth \$2 billion, and expects the number of connected "things" to total around 40 billion by 2020.

In addition Chipzilla also offers integrated hardware and software products based on the platform, including the Wind River Edge management system (provides cloud connectivity to facilitate device configuration, file transfers, data capture and data analysis), IoT Gateways, cloud analytics support, McAfee Enhanced Security for IoT Gateways, EPID technology and an Intel API and Traffic Management Solution.

Intel says it already has relationships with the likes of Accenture, Dell, SAP, HCL and WiPro, among others, to build solutions based on the platform.

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