News release

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| *Pages*  | 2 pages |

**Race to Connect Mobile Devices and Fixed Environments Drives Innovation for Contextually Aware Services**

***Sensor Fusion, Geo-fencing and Ad Hoc Networking Hold Huge Potential for Communication and Commerce***

**New York, 15 Jan 2014**‑‑The race to connect mobile devices and fixed environments via sensors, beacons and other data gathering technologies is expected to continue to accelerate, according to the latest Mobile Innovations Forecast report from PwC.

PwC's *Mobile Innovations Forecast (MIF) Phase II, Sensing and Making Sense: Device and environment underpin contextually aware services* article highlights the evolution of how large amounts of information can be gathered from users and assessed in order to make contextually relevant suggestions or execute actions on behalf of the user. In addition to improvements being made to the sensors themselves, new capabilities are expected to expand in the following areas:

* Dedicated processors for contextual awareness
* Sensor fusion, which takes data from multiple sensors and converts it into usable information
* New security frameworks in peer-to-peer or ‘ad hoc’ networking
* Geo-fences, which are the virtual boundaries for physical areas

Raman Chitkara, Global Technology Leader, PwC, (Twitter handle: @Raman\_Chitkara) said:

"Innovation is happening not only in mobile devices but also in technologies in the surrounding physical world, creating an environment of constant engagement. As a result, significant opportunities for new applications and services are opening up.”

This MIF forecast explores the advancements that original equipment manufacturers (OEMs) are launching in new lines of processors that capture and package sensor data. Uses for these sensors range from power management to battery life conservation and also include functions such as indoor navigation. There are a host of start-ups and established chip vendors developing hardware and software solutions to improve sensor data accuracy.

Personal clouds and geo-fencing are also explored in the report; with a prediction that a personal cloud of devices and applications has the potential to offer users a dynamic environment that moves along with the user’s physical movements. Geo-fencing, the dynamically engineered radius around a store or location, holds tremendous potential for public and private entities, it says. As one example, arena operators are testing sensors to determine the locations users visit and the duration of those visits. The ability to understand how long a user may visit a concession stand or parking garage could completely overhaul how these arenas address user needs and habits.

Raman Chitkara, Global Technology Leader, PwC, concluded:

“As devices move from being 'smart’ to being 'intelligent', it is expected that there would be a dynamic shift in their interaction with the physical surroundings, creating digital environments full of new business opportunities. Capturing these opportunities will require innovative thinking.”

The report is the second article in the MIF Phase II series. Other articles in this phase will tackle the topics of the communications network and modelling and analytics in the cloud that enables mobile devices to become true digital assistants.

For an introduction to this series go to: <http://pwc.com/mobileinnovations>

**Notes to editors:**

To schedule interviews, contact Alayna Francis at Alayna.Francis@us.pwc.com.

For copies of the Mobile Innovations Forecast articles, go to

<http://pwc.com/mobileinnovations> or contact Alayna.Francis@us.pwc.com

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