



2nd Iran IoT Conference and IoTex Exhibition

18-20 February 2017

Tehran, Amirkabir University

Iran IoT Forum (IiF) held 2nd Iran IoT Conference in order to analyze the present situations and the future of IoT in Iran and worldwide markets, to present visions and to highlight opportunities on the latest transformations and trends in local and worldwide IoT markets. Due to the recent trends in IoT developments in Iran and also, growing tendency towards cooperating with international companies, IiF decided to hold 2nd conference more comprehensive with a wider scope.

Main focused themes of the conference:

- Opportunities and challenges of deploying IoT services in Iran
- The role of telecoms in value chain of IoT services
- The role of CIOs in deploying IoT and developing smart industries
- The latest technological transformations in various parts of IoT ecosystem
- The latest transformations in policy-making and regulatory in field of IoT services

2017 keynotes:



Mahdi Rohaninezhad, IiF Moderator

- It is difficult to predict the future of IoT market because of the lack of historical background and exact definition about IoT. However, we expect a \$20 billion market by 2025. It is predicted that IoT will move significantly along Hype Cycle in 2017. Thereafter, IoT revenues will mainly come from the applications and data analysis.



Nicolas Andrieu, Director, Middle-east & India, Sigfox

- Main goal of Sigfox for entering Iran market is not to sell the technology but to cooperate with local players. Parsnet national LPWA network has high coverage with various use cases.



Ismail Sanaei, Founder and CEO at Arya Hamrah Smaneh Co.

- In the next decade, start-ups will gain significant IoT market share. And this will shape an open inclusive ecosystem with secure inexpensive access and interoperable technologies. This is a good opportunity for service providers and solution providers because the new ecosystem will not only base on hardware, software and network.

Panel Discussion: Iran IoT Roadmap



The panel involved some representatives of Communication Regulatory Authority (CRA), Iran Telecommunication Research Center (ITRC), energy utilities, MCI, Irancell, National Iranian Gas Company (NIGC), and Amirkabir University. Some important keynotes are as follows:

- Developing IoT roadmap by Ministry of ITC would be aligned with creating IoT ecosystem in Iran. The main focus of the ministry in the roadmap is IoT market along with its basic tasks. Among the main goals of the roadmap are recognizing stakeholders and various use cases in the market and promoting to use some supportive and incentive tools.
- CRA has tried to remove regulatory barriers in developing IoT roadmap and V2V project.
- Operators will invest according to their basic roles and their predictions about the future needs for infrastructural sectors in IoT value chain. But investments on other vertical markets should be based on market demands and also, the investments should be guaranteed by government, because the government is the main beneficiary of IoT in short-term.



***Javier Gabas, key Account Manager, Asia,
Libelium***

- World population will reach 9.7 billion by 2050, so it is necessity to pay attention to the problem of accessing water, food and healthy environment on one hand and crisis management in natural disasters on the other hand. In this regard, IoT paves the way for optimizing use of sources through increasing efficiency by data analysis. Smart agriculture and smart irrigation are some examples of such IoT use cases.



Mohammad Mobaseri, CEO at emt Distribution

- It is so important to take into account the security of IoT products or devices while they are designing and it is the most important security index nowadays. Studies show that about 70% IoT devices are vulnerable. Lack of encryption while sending data or poor passwords and some security weaknesses in interface websites are some common challenges in this sector.

- In the recent years, the number of cyber-attacks on servers and websites has increased remarkably. Hacking Jeep smart car and Samsung smart refrigerator or smart TV being infected with ransomware are some of such attacks.



Ahmed Bouna, Sales Manager, MENA, Actility

- Lower Opex and Capex, using unlicensed frequency bands, lower energy consumption (higher battery life), and possibility of entering the market for various operators are some features of LPWA networks such as LoRa.
- LoRa Alliance is a big community of different IoT players with more than 400 members that are in the most parts of value chain such as sensors and devices, platform, communications and applications. After complete evolvement of LTE technologies, it will be possible for mobile network operators to increase their role in improving LPWA communications through cellular technologies.



Johann Adjovi, Senior Consultant and Principal at Analysys Mason, Middle East

- Telcos are yet challenging IoT on a worldwide scale and only a few of them has entered the market. IoT/M2M accounted only 1.3%, 0.7% and 0.5% of total revenue of three world operators Vodafone, Verizon, Telstra, respectively. Assuming a 20% annual growth, IoT revenue share of operators by 2025 will be about 5.2% that will remain low.
- It is predicted that by 2025 most of the revenue in IoT value chain is generated by the applications and will comprise about 62%. After that there are devices with 26% and communications with 12%.

Panel discussion: strategic option for deploying IoT services



The panel involved some representatives of Sigfox, IoTsense, Actility, Ericsson, Libelium. Some important keynotes are as follows:

- NB-IoT will be one of most usable technologies in 2020, due to the current infrastructure of cellular networks and no need for wide hardware development. Also, it cannot be denied that 5G will have a big impact on IoT in the future.
- The most important factor from the viewpoints of products providers is that the devices and sensors support all the current standards communications technologies like Sigfox and LoRa or cellular technologies in order to address various customer demands.

A Glance to IoTex Exhibition 2017

3-day IoTex Exhibition was held on 18-20 February 2017 at Amirkabir University with 21 exhibiting companies on a 430 m² exhibition floor.

Some highlighted points about the exhibition are:

- Opening ceremony of IoT Lab was held at Amirkabir University
- The exhibition visited by Dr. Amidian, deputy minister of ITC and president of CRA, Mr. Modagheh deputy CEO at Iran Energy Efficiency Organization (IEEO), and other deputy CEOs of CRA
- Some exhibiting companies were among IoT start-ups
- Some start-up workshops were held
- Three top start-ups were awarded at closing ceremony
- The exhibition visited by more than 800 people

