# Outthink the limits of what's possible with IoT for Electronics

Cognitive IoT infuses new intelligence into devices, appliances, services and processes.



### Cognitive IoT creates a personalized home environment at all times during your day.



Mornings: Workout | Weather | Traffic | Appointments



Away: Temperature | Security | Lighting



Home again: Temperature | Lighting | Meals



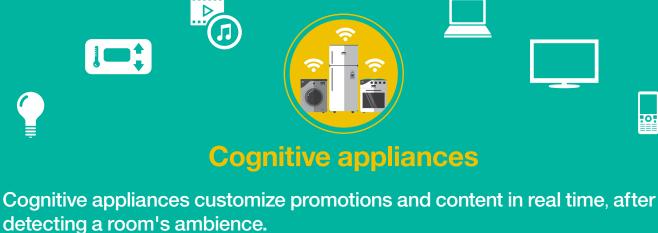
Night time: Lighting | Security | News | Shows | Next day

## With ambient intelligence, Cognitive becomes a home ownership partner



resident patterns and preferences. Increased security, predictive maintenance, and alerts - from weather alerts to what's out in the fridge - creates a personalized environment that saves time and money.

A cognitive home creates a tailored environment by adapting to



This may include video or static advertising delivered via the television, computer, tablet or smartphone. E.g., noisy room results in commercials which do not have

to be heard for messaging to come across; low-lighting and quiet settings result in commercials likewise matching the mood in rooms.





While at home or away, the cognitive home acts as a personalized digital assistant, granting access for package deliveries via smart

locks, sending digital reminders of important events and even

Allow your cognitive chef to plan a meal based on past likes and dislikes, allergies and what's on hand in the kitchen.

Ready your business for cognitive IoT



www.ibm.com/internet-of-things/iot-for-electronics.html

reordering everyone's favorite snacks.



<sup>1</sup> "Under Cloud Cover: How leaders are accelerating competitive differentiation." 2013. IBM. Web