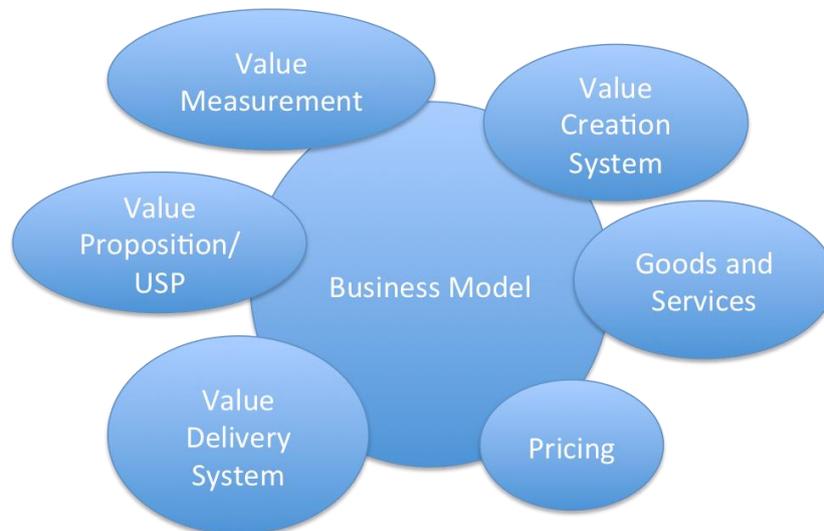


Business models and their potentials in the smart devices eco system



With the advancement in the communication infrastructure put in place across, world is very quickly transforming towards “Internet of Things”. It means “a world-wide network of interconnected heterogeneous objects uniquely addressable, based on standard communication protocols”. In the world where the digitization spreading across every business segment, value creation and value extraction are becoming basic success factors for enterprises offering physical objects and appliances that are parts of consumer’s day to day life in one way or the other. With Internet accessibility available anytime anywhere transformed the consumer expectations and the interactivity models between consumer and physical equipment’s they use as part of their daily routines. World is going through a transformation wherein physical objects are expected to get integrated into the information network in order to become active participants in the Internet world where customers prefer to live and transact.

Data bandwidth that was available in the wire/ pipe extended for offering the traditional and primary service offerings like PSTN telephone services and media broadcasting channel services through cables and the termination of those data pipes with the Internet gateways have prompted the business entities to encroach into each other’s primary businesses. This has disturbed the traditional segmented business models as new players who were not primarily into the same business started offering bundled

services and offerings that combined communication and entertainment requirements of the consumers. The revolution and transformation that has happened in the communication industry in fact enforced the OEM entities plugging in their devices to this communication infrastructure to revamp and restructure their product offerings and the business models around them.

With the evolution of smart mobile gadgets and the unlimited entertainment and business transaction possibilities that it offered, analysts with the traditional business model mind set had predicted the slow and steady uselessness and disappearance of traditional entertainment devices like televisions around a decade back.

Disrupting the traditional business models and transactions are the best way to succeed rather than launching a whole new business eco system based on several anticipations and assumptions for which a customer base has to be created from scratch. This is exactly what television industry has done to revive their business and existence. Now TVs have transformed into a smart device connected to the information network. This ensured boundless business potential and the emergence of new business paradigms around TVs. Now TVs have transformed into devices with unlimited potential starting from delivery of on demand and contextualized media content delivery to usage of TVs as a gateway for interactivity and controller for automation of the home for a digital lifestyle. The applications eco system that has revolutionized the smart mobile device industry is also moving to the TVs nowadays as television OEMs have introduced the app store business models in their TVs leveraging the Internet connectivity it has.

With customer at the centre point and his preferences and likes on the mode and the extent of interactivity for entertainment and information, collaborative models are emerging nowadays to reap the best results of mobile and TV channels. Smart gadgets like tablets and smart phones are now omnipresent on the couch as consumers never want to have a life away from them as they watch TV. When consumers are on the 'couch' these smart gadgets are used less in their traditional roles as communication or enterprise devices, and more for associated media entertainment while watching TV. In other words, these smart gadgets have become companion devices for its users. TV media distributors are leveraging the potential

of this companionship to deliver auxiliary and main stream contents as second screen solutions. Content for the second screen can vary from textual content associated with the main media stream or a synchronized social platform through which consumers can express themselves while watching a program. Also the second screen can be used as a controller for controlling the TV.

Digital finger printing and digital water marking technologies have been applied to the media contents to synchronize the content delivery between mobile and TV channels for bringing a new source of infotainment experience for consumers and business model for content distributors. Digital content synchronization for content and its auxiliary information delivery across delivery channels like TV, mobile and web have huge business potential as such solutions helps the consumers to acquire more relevance to what they are experiencing and express their feelings and reactions about it in a world where virtual community (where everyone lives their second life) through social platforms are of significant relevance.

About Attinad Software

Attinad Software is a software company specializing in new generation technology driven solutions around Social, Mobile, Analytics and Cloud (SMAC) across various industry verticals. Attinad Software's key objective is to become the right technology and IT solutions partner for its clients by delivering them the best in class software products and solutions that best suits their context. Our products, proven solution frameworks and the implementation methodologies have helped our clients rollout the best fit solution that suits their business contexts, both from functional workflow context and non-functional growth, sustainability and scalability angle.

Attinad Software, one of the fastest growing company has won several prestigious awards and accolades since its inception for its unique differentiators and state of the art solution deliverables. Attinad has been bestowed with the prestigious Red Herring Global 100 award in the year 2013. Red Herring is a prestigious award given to technology companies who bring differentiation in converging and transforming technologies into business solutions. In the year 2012, it has been selected as the EMERGE 50 companies in India by NASSCOM, the association of software

companies from India. The mobile patient management solution developed by Attinad has been chosen for the final round of NASSCOM Innovation Award for the year 2013. It has also figured out in other leading technology magazines such as IDG Channel World, Silicon India as one of the hot 50 companies with unique market differentiators.

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