



# winhec

Shenzhen 2015



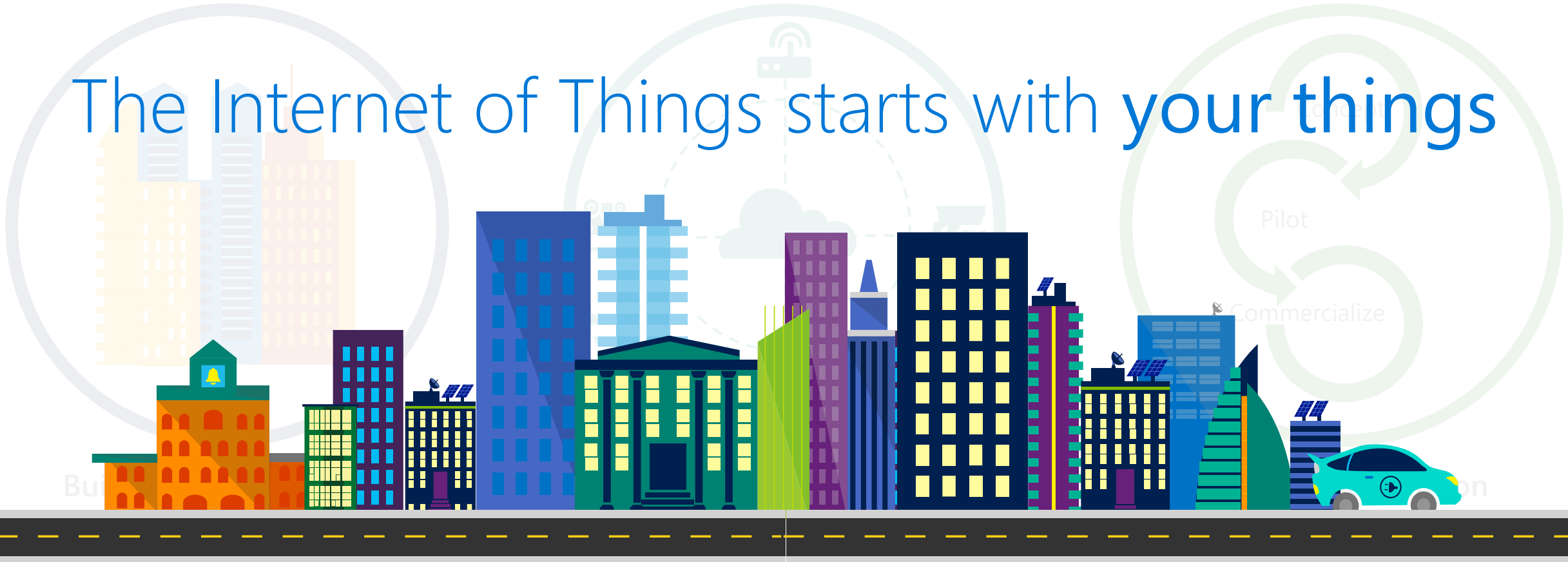
# Create the Internet of Your Things: Microsoft vision for IoT

David Wurster  
Director, Windows Marketing

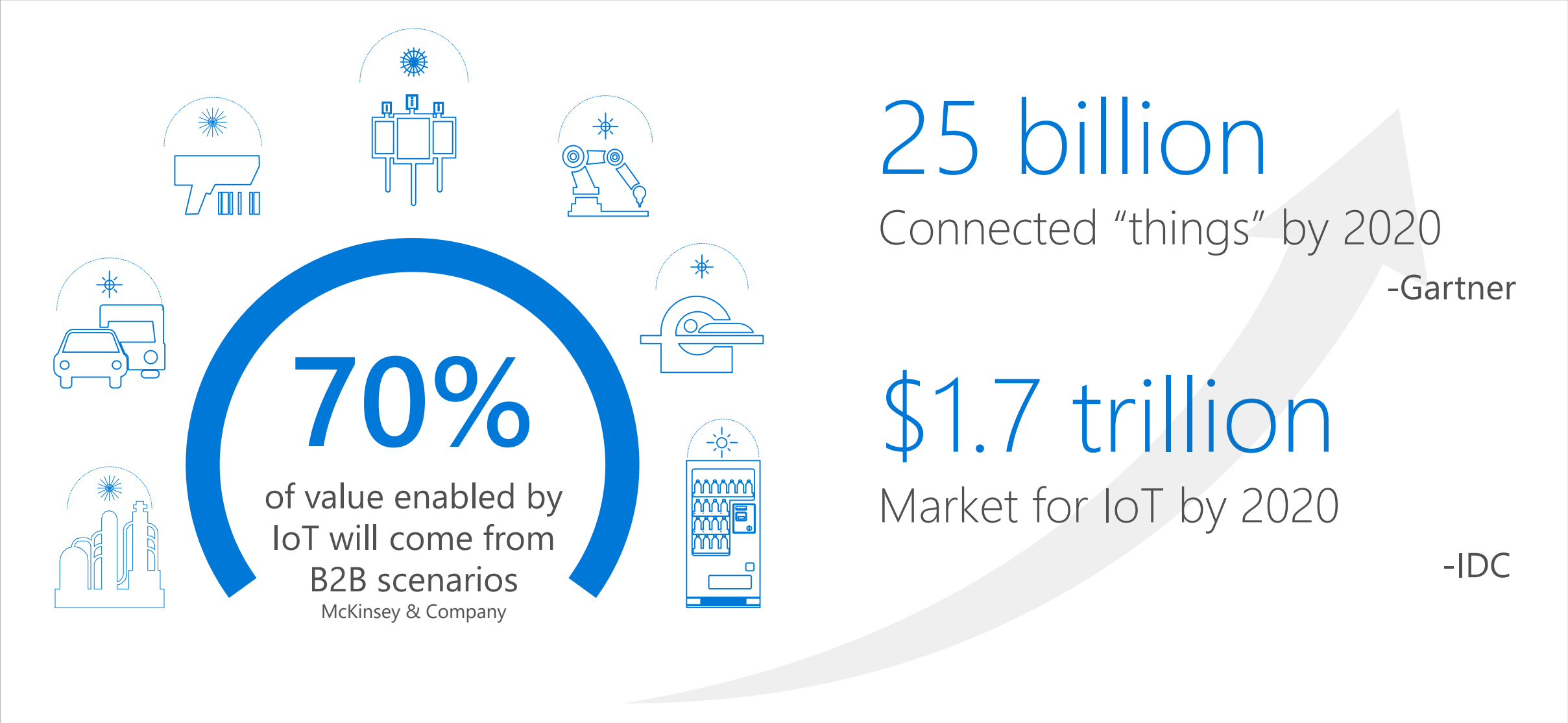
# Microsoft IoT Vision & Goals

Enable organizations transform their businesses by harnessing the power of intelligent devices and untapped data

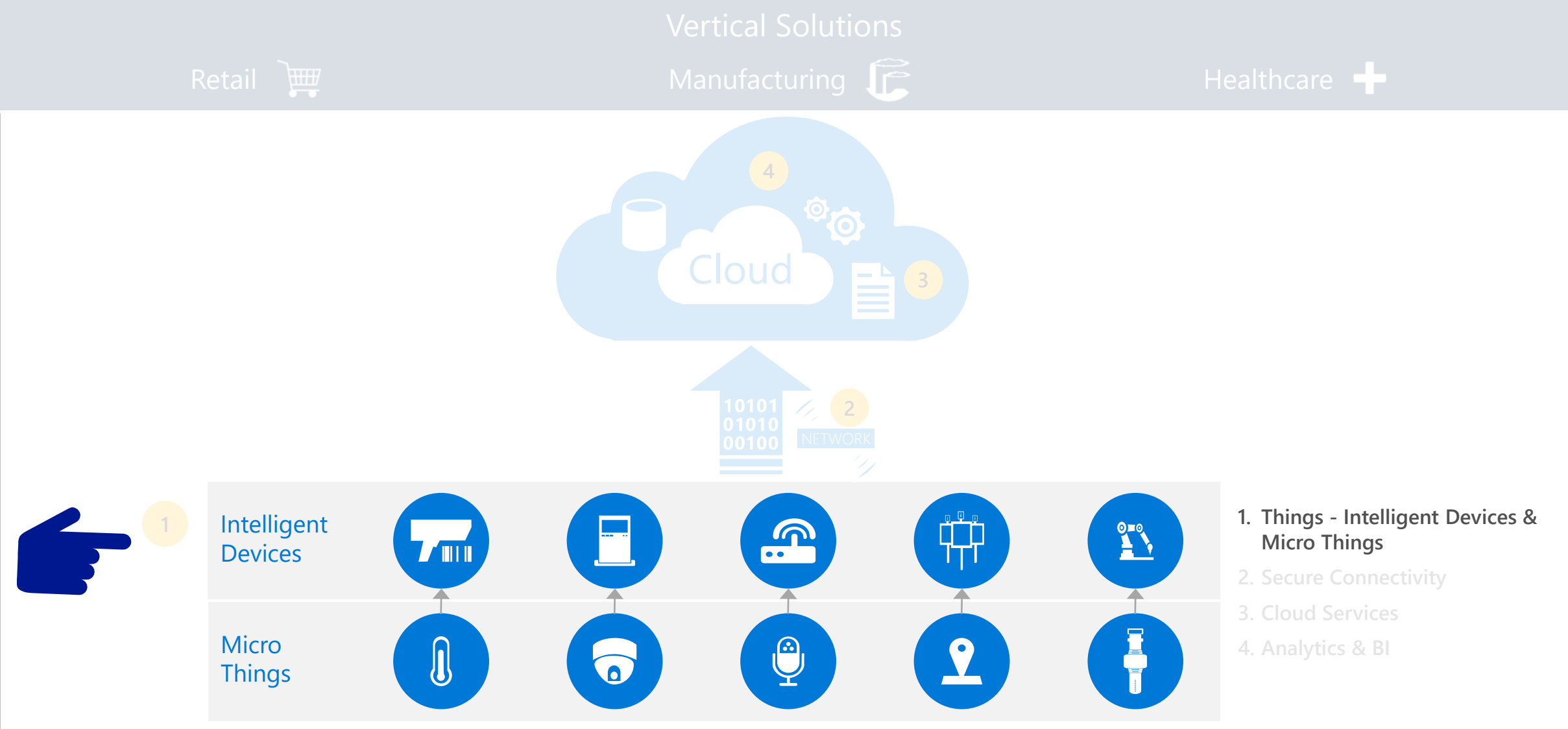
The Internet of Things starts with **your things**



# Internet of Things Opportunity



# Internet of Things Architecture



# Powering the Next Generation of Intelligent Devices



## One Windows Platform

- Universal Windows Platform
- Universal Windows apps and driver
- One deployment and management model

## Secured

- Enterprise-grade security
- Granular UX Control and Advanced Lockdown

## Connected

- Device connectivity
- Cloud connectivity

# Windows 10 IoT Editions

## Windows 10 IoT Enterprise

1 GB RAM, 16 GB Storage

X86



## Windows 10 Enterprise for IoT devices

Enterprise Manageability and Security

Rich user experience

Win32 & UWP

## Windows 10 IoT Mobile

512 MB RAM, 4 GB storage

ARM



## Windows 10 Mobile Enterprise for IoT devices

Handheld devices

Modern Shell & UWP

Lockdown and multi-user support

## Windows 10 IoT Core

256MB RAM, 2GB storage

X86 or ARM



## New Windows 10 version for IoT devices

Optimized for small & low cost IoT devices

Single UWP App experience

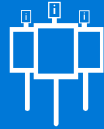
Low cost silicon

# Windows 10 IoT Editions

Windows 10 IoT Enterprise

1 GB RAM, 16 GB Storage

X86



No new updates in this release

Windows 10 IoT Mobile

512 MB RAM, 4 GB storage

ARM



Released to OEMs

Windows 10 IoT Core

256MB RAM, 2GB storage

X86 or ARM



Released to OEMs

New SKU to control updates



# Microsoft Windows 10 IoT Core

Optimized platform designed for small and low cost devices

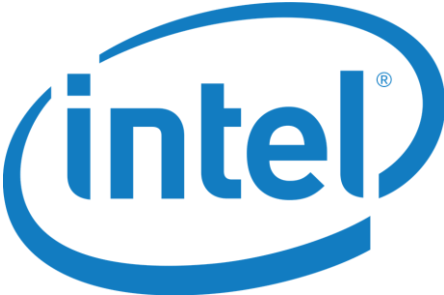
Opportunities for targeting new device types

Single purpose App Experience

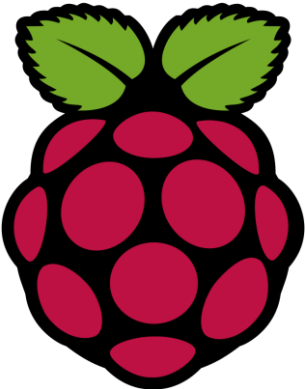
SKUs to address Maker and OEM audiences



# Windows 10 IoT Core Commercial Platforms



★ NEW  
Element14 group  
announced a new customization  
service for RPi2 partners



# Windows 10 IoT – Commercial Device Categories



Manufacturing




Retail



Healthcare



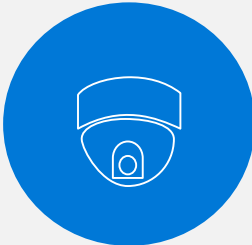
Industrial PC  
HMI  
PLC




Point of Sale




Specialty Medical




Security & Surveillance




Kiosk & Digital Sign



Thin Client

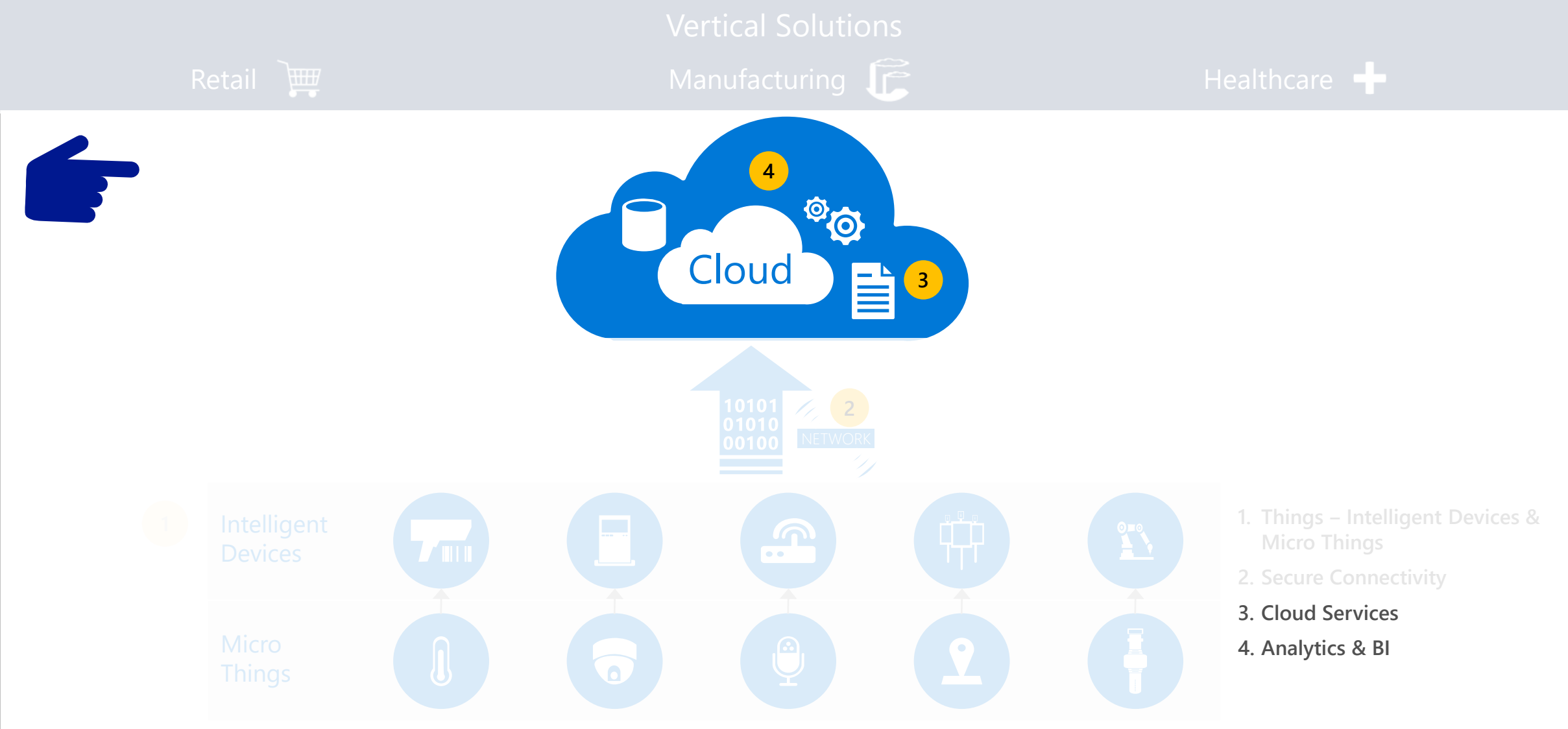


Handheld



IoT Gateway/  
Smart Building

# Internet of Things Architecture



# Microsoft Azure for IoT

The screenshot shows the Microsoft Azure website's navigation menu. The 'Products' tab is selected, displaying a list of IoT-related services. A blue banner on the right promotes a free trial offer.

**Microsoft Azure** SALES 1-800-867-1389 MY ACCOUNT PORTAL Search

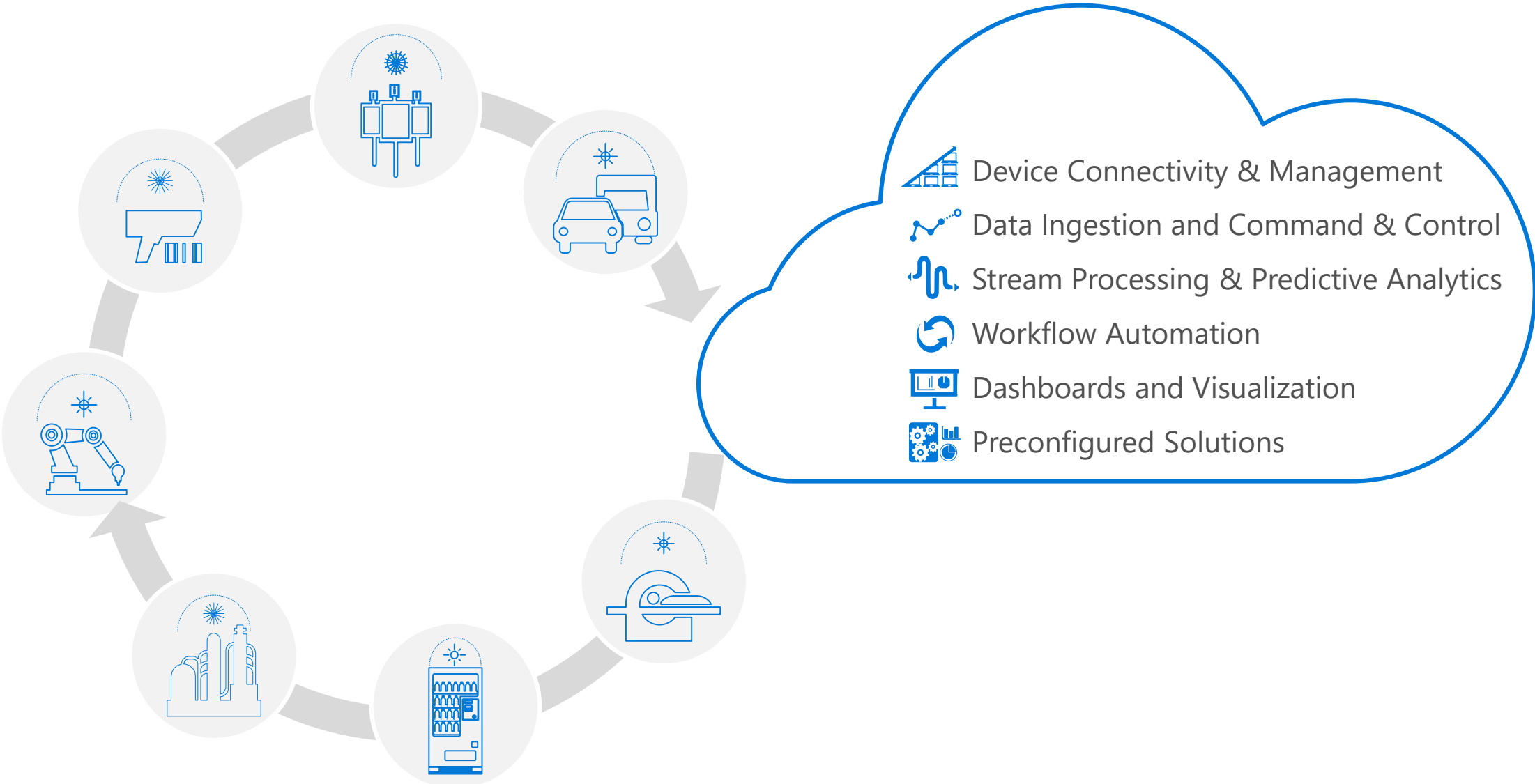
Why Azure **Products** Documentation Pricing Partners Blog Resources Support

**FREE TRIAL** >

- Popular Solutions ▶
- Compute ▶
- Web & Mobile ▶
- Data & Storage ▶
- Analytics ▶
- Internet of Things** ▶
  - Internet of Things**
  - IoT Suite**  
Capture and analyze untapped data to improve business results
  - IoT Hub**  
Connect, monitor, and control millions of IoT assets
  - Event Hubs**  
Receive telemetry from millions of devices
  - Stream Analytics**  
Real-time data stream processing from millions of IoT devices
  - Machine Learning**  
Powerful cloud based predictive analytics tool to enable predictive maintenance
  - Notification Hubs**  
A scalable, push notification engine for quickly sending millions of messages
- Networking ▶
- Media & CDN ▶
- Hybrid Integration ▶
- Identity & Access Management ▶
- Developer Services ▶
- Management ▶

Sign up for free and get \$200 to spend on all Azure services  
Learn more ▶

# Introducing Azure IoT Suite



# Why Azure IoT Suite



Azure IoT Suite

## Comprehensive solution

Connect millions of devices and integrate your business systems with new insights to transform your business.

## Accelerate time to value

Get started quickly with preconfigured solutions for common IoT scenarios.

## Rich partner network

Leverage a worldwide ecosystem of experienced IoT partners to tailor IoT solutions to your needs.

# Microsoft Azure Certified for IoT

Capitalize on IoT opportunities by getting certified

## Program overview



- Showcases partners with pre-tested offerings that easily connect to Microsoft Azure IoT solutions
- Guides businesses to partners who can help jumpstart IoT projects

## Why certify?



Extend your reach to  
new customers



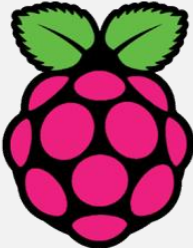
Get certified with  
ease






Work with a leader  
in IoT




# Windows 10 Platforms: Azure Certified for IoT




Raspberry Pi



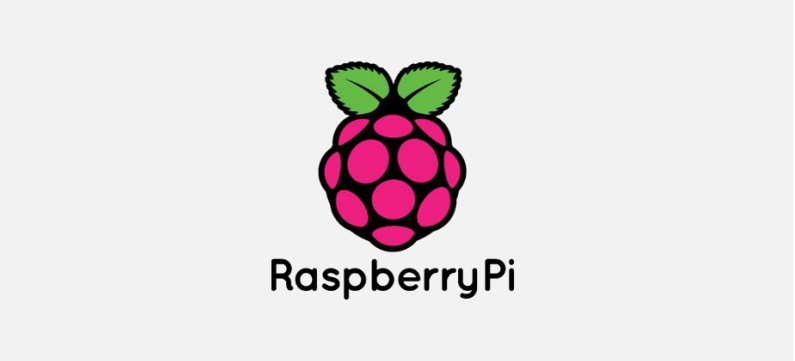
minnowboard.org



ARROW ELECTRONICS, INC.



# Azure Certified for IoT launch partners



# Microsoft IoT – Windows & Azure IoT



IoT editions power a broad range of devices

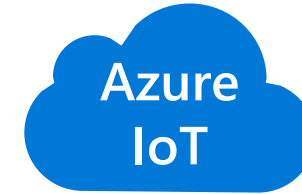
20 years of history in embedded devices

One Windows platform for all devices

Enterprise-ready, Maker-friendly

Designed for today's IoT environments

IoT Core edition includes a free SKU



Cloud-Based IoT Services & Solutions

Easy to provision, use and manage

Pay as you go, scale as you need

Global reach, hyper scale

End-to-end security & privacy

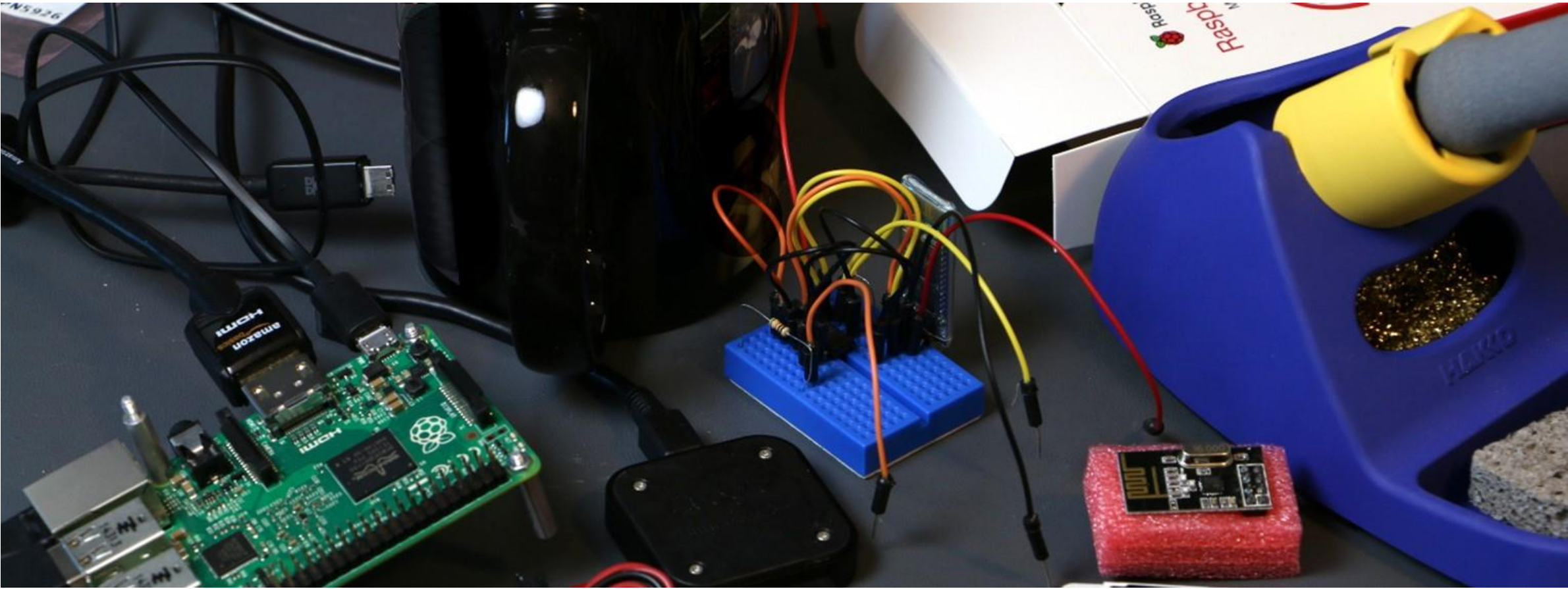
Windows, Mbed, Linux, iOS, Android, RTOS support

# Embracing the Maker Community

 Windows 10

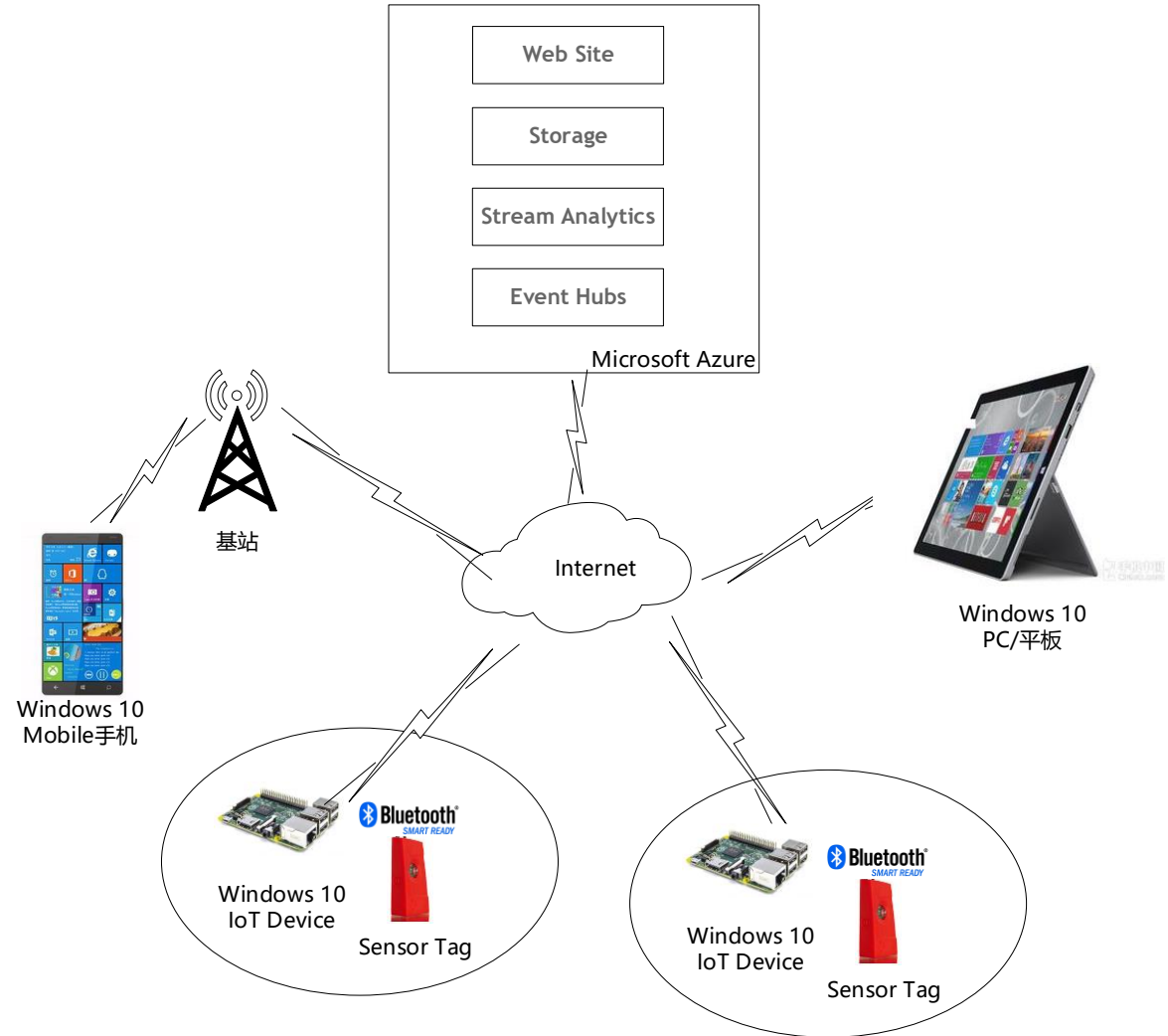
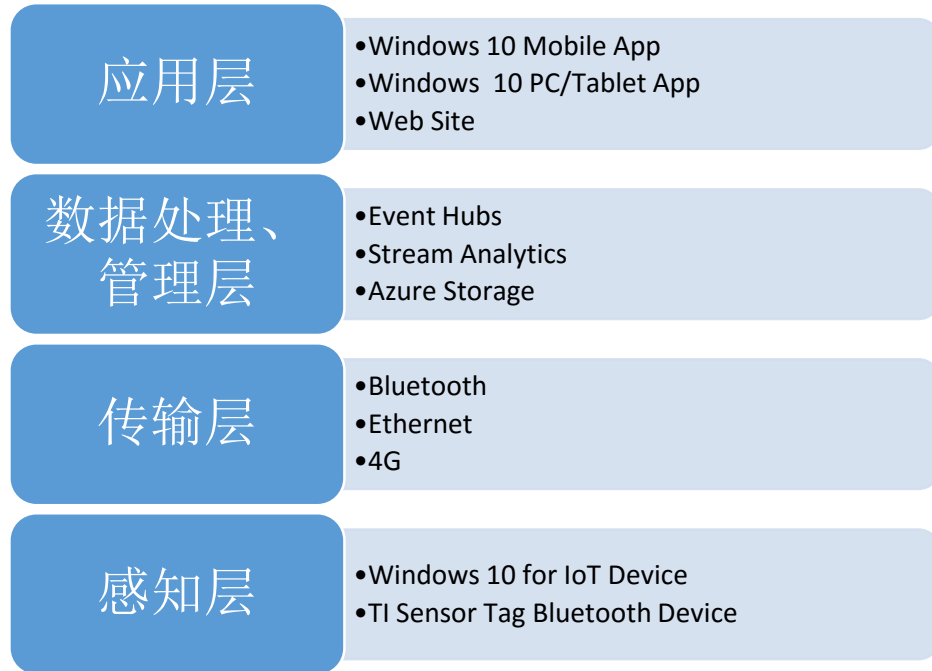
 Visual Studio

Microsoft Azure

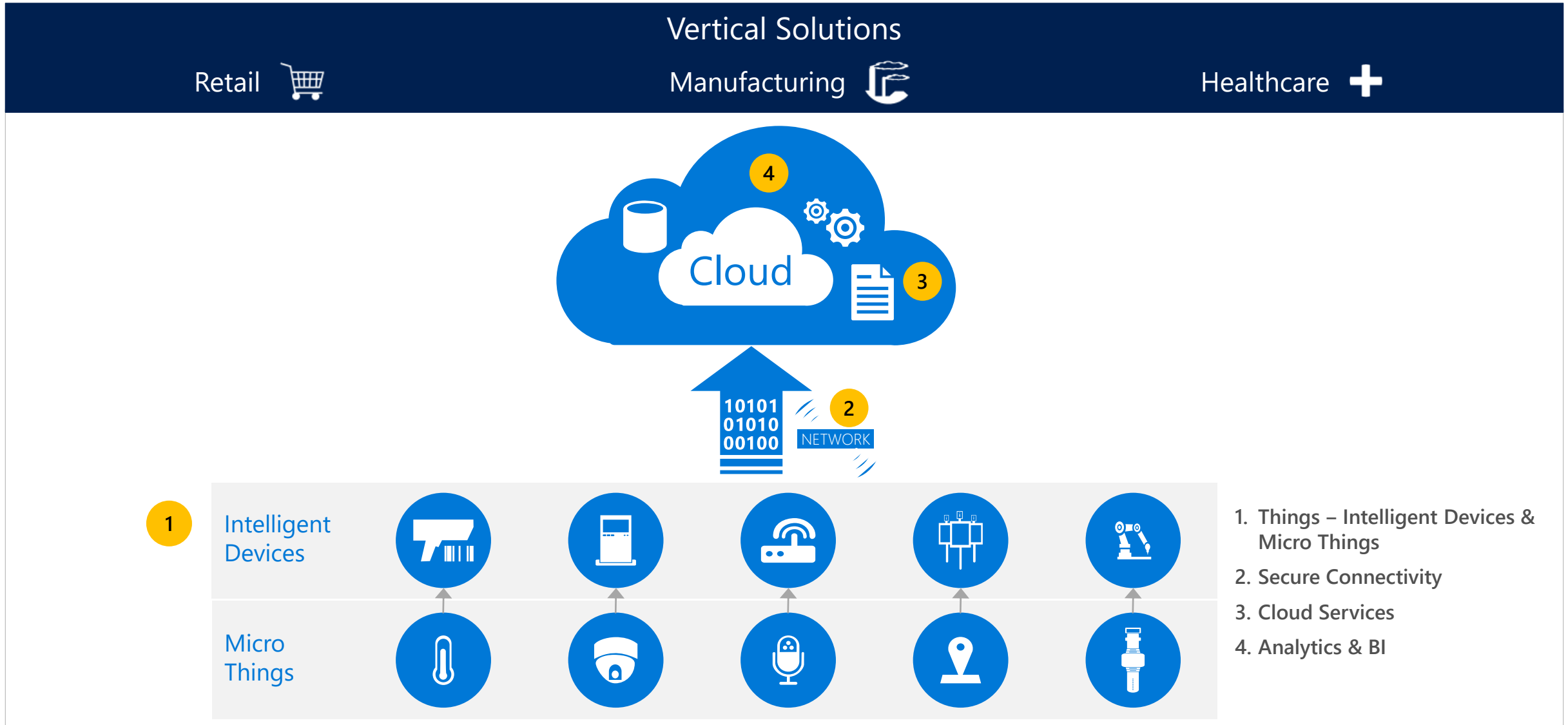


# Azure+Windows 10 Demo

# 系统架构



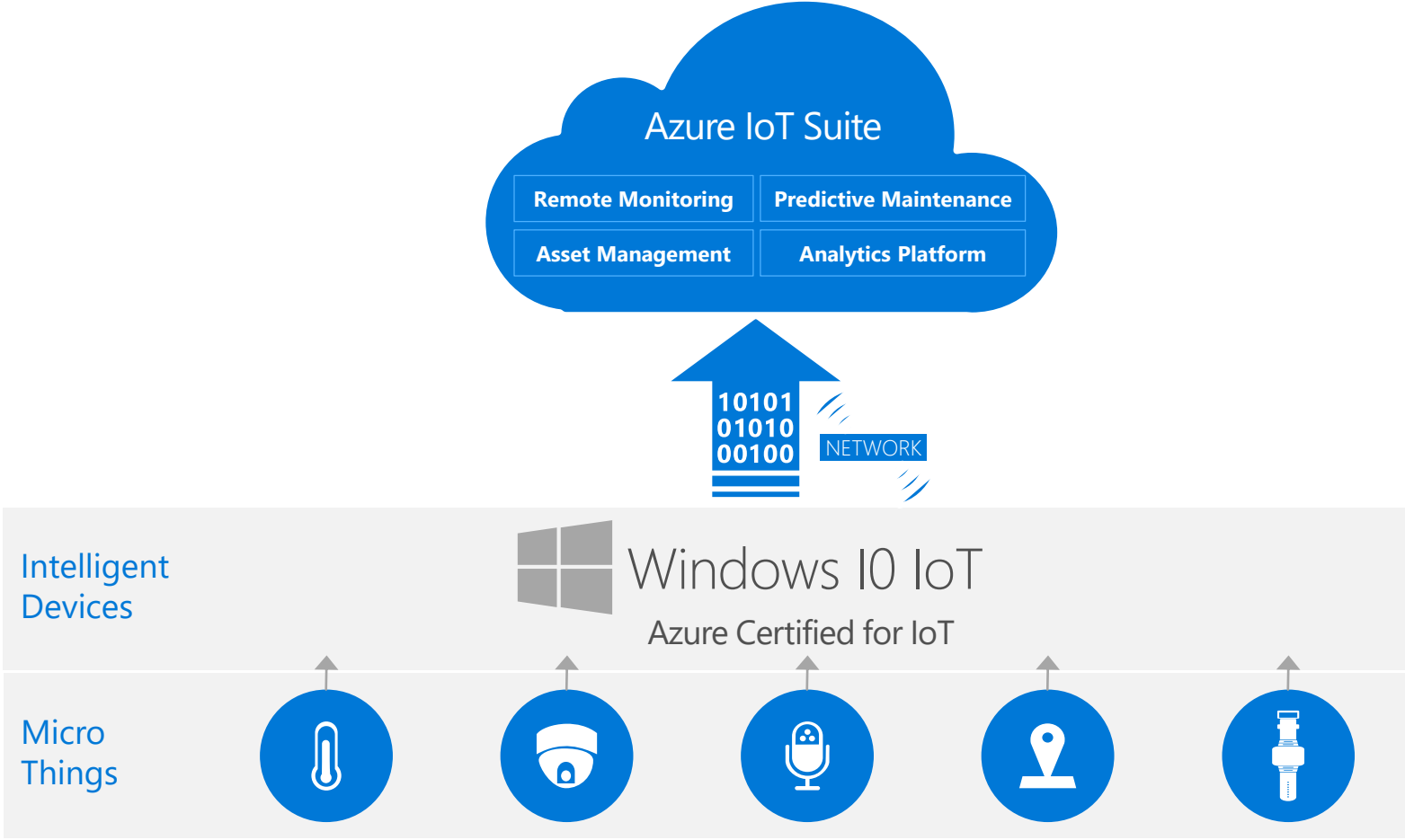
# Internet of Things Architecture



# Microsoft IoT Offerings

Vertical Solutions

Retail  Manufacturing  Healthcare 



1. Things – Intelligent Devices & Micro Things
2. Secure Connectivity
3. Cloud Services
4. Analytics & BI



# Get Started Today



Learn more about Windows IoT and Azure IoT

[www.windows10foriot.com](http://www.windows10foriot.com)

[www.internetofyourthings.com](http://www.internetofyourthings.com)

Build your POCs with Windows and Azure

Certify your devices for Azure IoT

THANK YOU

