

# ACCELERATING IOT

A world with self-driving cars and watches that automatically alert medical staff in an emergency was once a matter of science fiction.

Today, with the Internet of Things (IoT), the possibility of physical objects communicating and interacting with each other online is becoming reality.

- > IoT makes our lives more seamless and smart
- > It brings new business opportunities across industries

Building IoT standards that will help connect billions of devices is only possible when companies come together and exchange ideas.

Licensing allows patent holders to share their technology with others to encourage further innovation.

Importantly, it means patent holders receive a fair return on their investment, so they can continue to create amazing things.

Establishing a new, more efficient approach to acquiring licenses will encourage the adoption of connectivity.

**LICENSES**

It will:

- Make it easier for companies to acquire licenses on fair and reasonable terms
- Aim to avoid barriers for new players to enter the market
- Make pricing predictable, based on the device, capability and use case
- Bring greater certainty to patent holders and implementers

When essential patents are made available under

**PREDICTABLE**

**EFFICIENT**

**FAIR AND REASONABLE**

**LICENSE TERMS**

We all benefit by

**ADVANCING TECHNOLOGY**

**PROMOTING INNOVATION**

**OPENING THE DOOR TO NEW POSSIBILITIES**