Chip Shot

September 1, 2016

Bridget Karlin discusses Intel's role in supporting IoT adoption.

As part of the U.S. Department of Commerce's inaugural Internet of Things Workshop, Bridget Karlin, managing director of Intel's IoT Platform Marketing in the Internet of Things Group, spoke on how IoT innovations are transforming our everyday lives. Supported by the National Telecommunications & Information Administration (NTIA), the event reflected the growing importance of government policy and public-private partnerships in shaping the future of IoT.

Speaking to an audience of public and private industry leaders, Karlin talked about how IoT is used to build a smarter and more connected world, creating extraordinary changes in industries from healthcare and industrial to transportation, manufacturing and retail. As a result, the future market for IoT is bright, paving the way for global transformation:

> *"IoT is taking everyday objects – phones, cars, appliances, machinery – and connecting them to the internet, where data can be shared, analyzed and converted into meaningful insights or actions. IoT is reinventing our world and transforming every experience in our lives. It will deliver unprecedented benefits for government, businesses, consumers and communities."*

Karlin also spoke about how Intel is working with industry partners to overcome challenges and create solutions to address societal issues. Emphasizing the continued importance of collaboration across public, private and academic sectors, she called for greater consistency across federal, state and local policies and support for open, standards-based performance rules:

> *"We need to address the importance of collaboration in public and private spaces, and also focus on outcomes, rather than try to specify the type of technology utilized. This is important, so we can keep pace with innovation."*

More on the Internet of Things:

- Intel Presents at Inaugural Commerce Department Workshop on IoT (Policy@Intel blog)
- IoT's Role in Future of Transportation is at Center of Senate Hearings

- [Diane Bryant on the Future of Big Data, IoT and the Connected World](#)
- [Murthy Renduchintala: Winning in a Truly Connected World](#)
- [Next Generation Wireless Networks to Connect Internet of Things](#)
- [Bridging Meaningful Connections within the Internet of Things](#)
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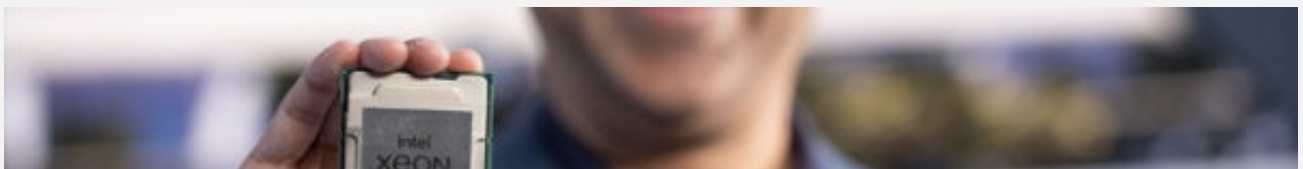[Autonomous Driving / Mobileye](#)

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