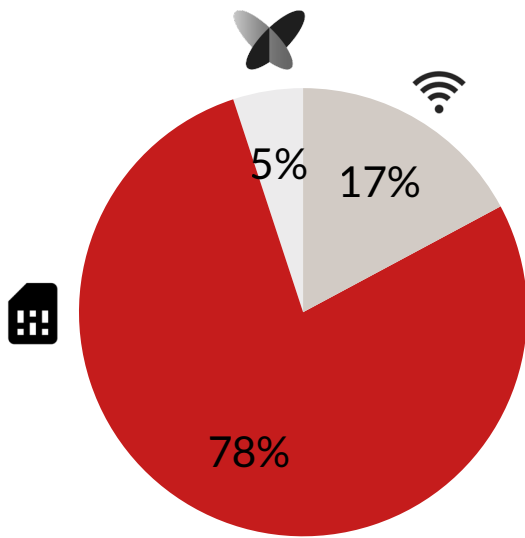


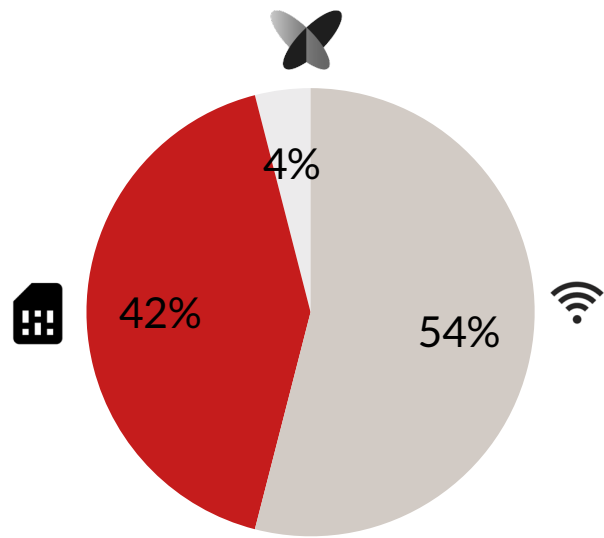
IoT buttons by numbers.



Communication preference



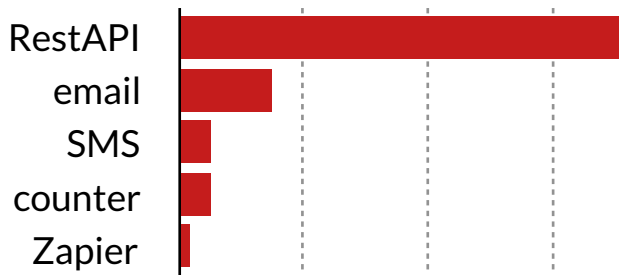
Businesses prefer stand-alone mobile connectivity



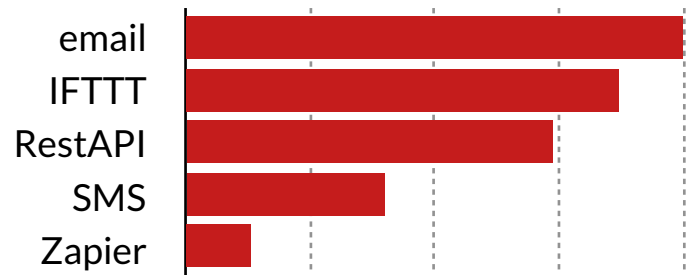
Consumers prefer to use their existing WiFi network



Connected actions



Businesses integrate



Home users seek convenience



Biggest customer segments

