

HARBOR SMARTSPHERE® RESEARCH SERVICES FOR M2M AND THE PERVASIVE INTERNET

“Living Business Intelligence” on Internet-Enabled
Device Networking, Smart Services, and Global
Enterprise Automation.

January, 2004

Research Service Brochure

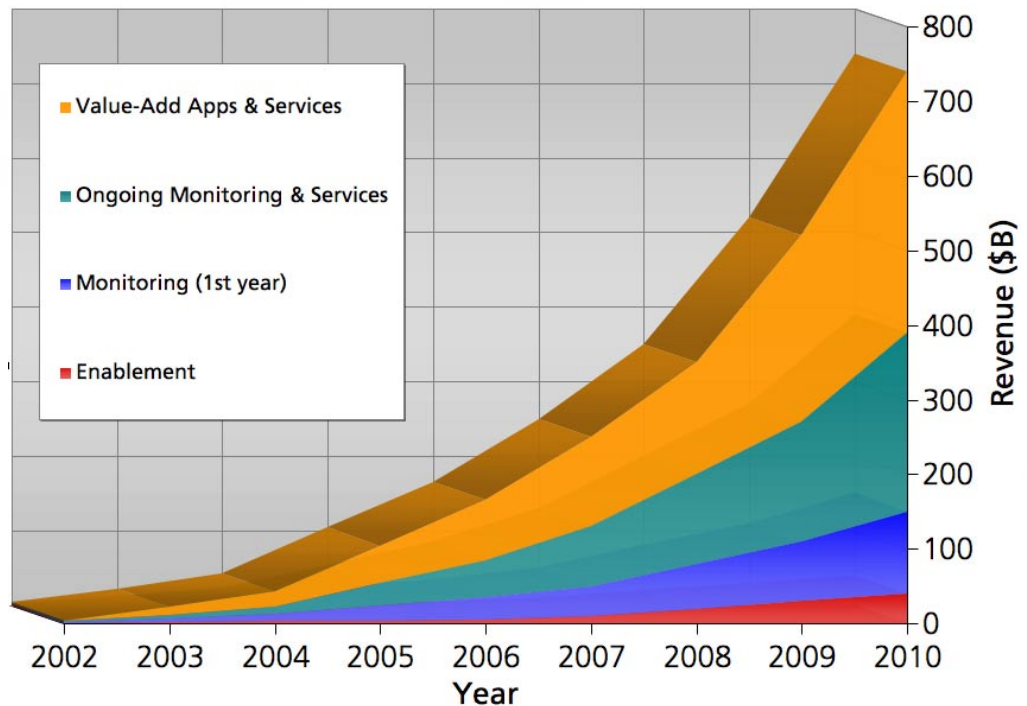
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The Pervasive Internet / M2M: The most profound disruption of the Information Age has now begun.

Emergence of the Pervasive Internet

Some people think the “digital revolution” is nearly complete. In fact, the most profound disruption of the Information Age is just beginning. The Pervasive Internet and M2M—device networking over Internet protocols—is ushering in the era of global “enterprise automation” and ultra-smart services. By the end of 2010 more than 500 million devices worldwide will be networked annually. They will self-diagnose problems, communicate with other machines, receive upgrade and maintenance information online, and provide real-time performance metrics. Most importantly, their data will enable an unprecedented level of customer support and process automation, and this will radically transform business in every market.

Figure 1: The Exponential Growth of the Pervasive Internet



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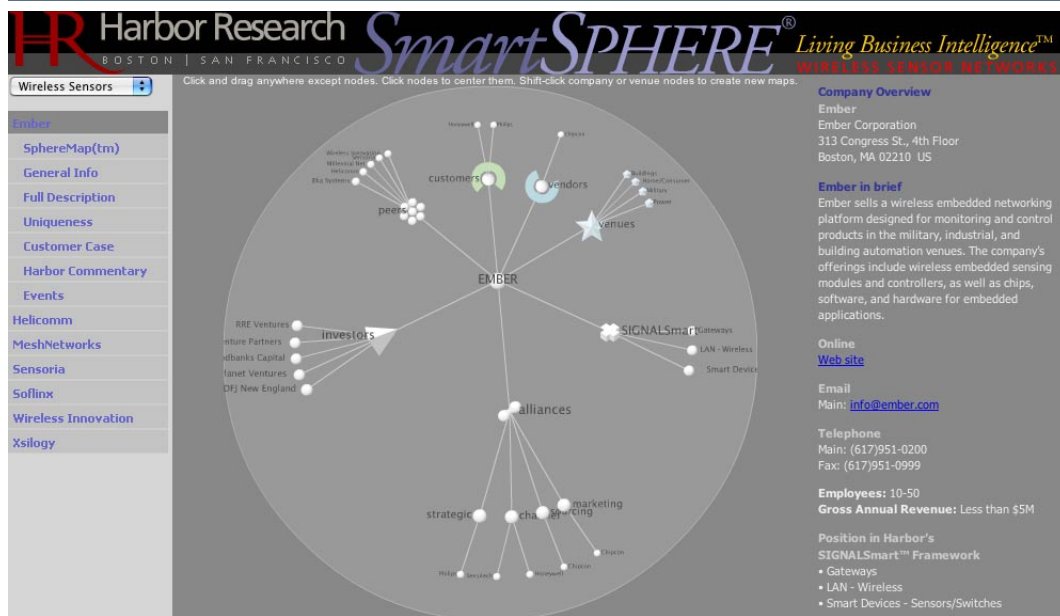
arbor’s SmartSphere® “living business intelligence”
leaves conventional research in the dust.

Smart Research for Smart Business

Whether you’re a technology supplier or adopter, you will need reliable competitive intelligence to survive the sea-change and seize the monumental opportunities of the Pervasive Internet. No research or advisory firm exceeds Harbor’s longstanding expertise in this area.

But conventional business research just can’t serve the needs of high-tech executives in a complex, warp-speed world. That’s why we have become the first firm of our kind to offer research and decision-support services based upon dynamic, databased content accessed online. These services are executed in our new SmartSphere® platform—an interactive multimedia Web application designed for powerful database querying and stunning data-visualization. We use it to build “living research” projects that are continually updated by experienced researchers, analysts, and editors, aided by automated tools like networked news feeds and Web-based information services.

Figure 2: The SmartSphere® interface with its SphereMap™ data-visualization tool.



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SmartSphere® opens a picture window on the ecosystems that will drive growth in M2M & the Pervasive Internet.

What We Cover

Harbor’s SmartSphere® coverage of the Pervasive Internet tracks developments in:

- ▶ **Smart Buildings and Facilities**
Environmental Systems, Lighting, Access Controls
- ▶ **Smart Homes / Consumer Goods**
White Goods / Appliances, Game Systems, Consumer Electronics
- ▶ **Smart Retail**
Scanners & Registers, Lighting & Refrigeration Systems
- ▶ **Smart Industrial**
Automation & Control Equipment, Capital Equipment
- ▶ **Smart Healthcare and Medicine**
Diagnostic Devices, Telematics
- ▶ **Smart Power**
Meters, Distributed Generators, Electricity Grid and Pipelines
- ▶ **Smart Security (Government/Military)**
Biometrics, Personnel tracking, GPS
- ▶ **Smart Transportation**
Vehicles, Airplanes, & Intermodal Transport

We fully profile companies, alliances, markets, and technologies, along with the new applications and business models created by Internet-enabled device networking:

- ▶ Remote Diagnostics & Upgrade
- ▶ Asset Tracking & Replenishment
- ▶ Supply-chain Integration
- ▶ Automation & Control
- ▶ Power Management
- ▶ Remote Collaboration
- ▶ Profiling & Personalization

Harbor’s offerings are always flexible enough to give you exactly what you need, when you need it.

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Custom SmartSphere® Projects

Because of our longstanding interest and expertise in the issues of M2M and the Pervasive Internet, we offer standard, pre-configured SmartSphere® projects on these subjects, as described on the previous page. However, our SmartSphere® platform is quite flexible, extensible, and well-suited to custom research for individual clients or in multi-client situations. Custom projects are excellent decision-support tools for:

- ▶ M&A initiatives
- ▶ Business development
- ▶ R&D
- ▶ Sales and marketing
- ▶ Competitor awareness
- ▶ Vendor awareness

Bundled Services

For some companies, simple online access to a SmartSphere® project fits the bill. But at one time or another, most of our clients require advisory services that go beyond their Web browser. Typical Harbor services bundles can include:

- ▶ A SmartSphere® project as the “living document” of record for the engagement
- ▶ Telephone and email access to one or more Harbor staff members
- ▶ An on-site briefing to summarize the SmartSphere® project’s coverage and synthesize conclusions
- ▶ On-site strategy workshops for leadership and colleagues
- ▶ Special diligence on companies that have become acquisition or partnership targets

Visit the SmartSphere® Demo or Contact Us for More Information

A live demonstration of SmartSphere® is available at <http://harborresearch.com/smartsphere/>. For more information, call us at 800.595.9368 x24 (outside the U.S., 415.615.9400 x 24), or send email to info@harborresearch.com. ◀



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About Harbor Research, Inc.

Harbor Research Inc. has been providing strategic consulting and research services to leaders in communications, computing, control, and content since 1983. The firm has built extended relationships with larger multi-line companies including AT&T, ABB, General Electric, Danaher, Eaton, Emerson, Hewlett Packard, Honeywell, Hughes, IBM, Intel, Invensys, Lucent, Motorola, Rockwell, Siemens, and Texas Instruments, as well as focused growth companies such as EMC, Cadence Design, Conexant, Qualcomm, SAP, and PTC.

We also continue to work for a broad array of emergent start-ups and pre-IPO technology ventures. We have built relationships with a number of significant Pervasive Internet players, including Qestra Corporation, Xsilogy, DataSweep, eDevice, Wireless Innovation, and emWare, to name a few.

Harbor is organized around emergent and disruptive opportunities in high technology, with a unique focus on the impact of the Pervasive Internet—the use of the Internet to accomplish global device networking that will revolutionize business by unleashing entirely new modes of system optimization, customer relationships, and service delivery.

Contact

Glen Allmendinger, President
Harbor Research, Inc.
gallmendinger@harborresearch.com
800.595.9368 ext. 24
415.615.9400 ext. 24 (outside U.S.)
fax: 415.615.0454