

Motley Fool and Jason Hope Comment on Facebook Making Internet of Things Move

A recent Motley Fool article showcases ways in which Facebook is working to take over the Internet of Things. Jason Hope believes that this change could be vital to keeping the Social Media giant in competition with other tech leaders.

With every major tech company vying for the Internet of Things, it's no surprise that Facebook is making a move as well. According to an article in Motley Fool, Facebook recently has added support to Parse, its mobile app development platform. Jason Hope, futurist from Arizona, believes this move will give Facebook a leg into the Internet of Things market, which is expected to grow to a \$7.1 trillion mark in the next five years.

In a March 28 article entitled "<http://www.fool.com/investing/general/2015/03/28/facebook-inc-has-big-plans-to-take-over-the-intern.aspx> [Facebook Inc Has big Plans to Take Over the Internet of Things __title__]," <https://twitter.com/tmfsunlion> [Leo Sun __title__] indicates that Parse, Facebook's mobile app development platform, is crucial to the future of the social media giant, and also considers how moving into the Internet of Things market could improve the social network. According to Sun, Facebook has approached the Internet of Things differently than Google, Microsoft, Apple and Amazon. Instead of launching its own mobile operating system and online store, Facebook has monetized apps by claiming a percentage of app store sales made through apps installed on the News Feed.

Now, Parse is changing. A new line of software development kits, or SDKs, designed specifically for the Internet of Things is connecting Facebook to the IoT world. With these new SDKs, which then connect back to Facebook, Facebook hopes to connect smart devices through the social media platform, without the need for a physical hub. Parse collects the data from the IoT devices, which are then connected to companion apps through Facebook.

"If this setup works as advertised," says Jason Hope, "Facebook could very easily start to rival Apple or Google in the Internet of Things world. Parse for IoT has a lot of potential to turn the largest social media network into one of the most important Internet of Things players."

In the end, Parse for IoT will help Facebook craft better ads, improve the user experience and tap into the growing potential of the Internet of Things.

About Jason Hope

Jason Hope resides in Arizona, where he uses his resources as an

entrepreneur to help support research into the Internet of Things and anti-aging technology and medical innovation. Learn more about his work and current projects he is supporting at www.jasonhope.com.