

## Jason Hope, Fortune Comment on Amazon's Developing Internet of Things Strategy

With the unveiling of Dash Buttons, Amazon makes its Internet of Things strategy clear. Jason Hope and Fortune comment on what this implies.

On March 31, Amazon unveiled its Dash Buttons, a way for consumers to purchase from Amazon using an Internet of Things button installed in their homes. According to an article in Fortune, this announcement, following Home Services, an on-demand handyman service, shows that Amazon has its sights set on capturing the benefits of the Internet of Things. Jason Hope, futurist from Arizona, firmly believes that these moves will help solidify Amazon as an Internet of Things leader.

According to <https://twitter.com/gigastacey> [Stacy Higginbotham's \_\_title\_\_ ] March 31 article entitled "<http://fortune.com/2015/03/31/amazons-internet-of-things-strategy-takes-shape/> [Amazon's Internet of things strategy takes shape \_\_title\_\_ ]," Dash Buttons are Wi-Fi connected buttons that allow consumers to simply push the button and order one single item from 17 brands that are currently on board. These common household items, like Tide detergent, are items that consumers may need to order on a whim when they realize they are out. By installing a Dash Button near the area where the item is used, such as the laundry room for the example of detergent, a consumer can order conveniently as needed.

"This is really something out of our imaginations of the future," said Jason Hope about the Dash Button. "I mean, who could have imagined that in just a few years after the development of mobile technology, we would be ordering laundry detergent by pushing a button? This shows one way in which the Internet of Things is helping make life more convenient for consumers."

Dash Buttons are part of Amazon's overall Internet of Things strategy. Because Amazon's primary goal is to help people buy things more easily through their site, all future Internet of Things development is going to be focused on funneling buyers through their connected devices to Amazon to make a purchase.

Overall, Higginbotham and Fortune believe that this move shows Amazon's clear understanding of how the Internet of Things works and what consumers want from it. Jason Hope believes that Dash Buttons, as part of Amazon's overall strategy, will be an effective choice.

### About Jason Hope

An Arizona native, Jason Hope has made a name for himself as a futurist and entrepreneur. He enjoys using his resources to support research and education that helps people enjoy richer, brighter and

more convenient futures. Learn more about his work and tech insights at [www.jasonhope.com](http://www.jasonhope.com).