



State of the Market: The Internet of Things 2015

MOVING TO A SMARTER CITY

The Internet of Things (IoT) can help address many of the most pressing problems facing towns and cities today, from congestion and energy use to public safety.



ENERGY EFFICIENCY

75%

of the world's energy consumption comes from cities². With smart building energy management, cities like Charlotte, NC have cut total energy use by 8.4% and GHG emissions by 20%³.



PERFECT SENSE

148M

Americans live in areas with unhealthy levels of air pollution¹. IoT can monitor air and water quality in real time, supporting action to clean up the environment.



54%

of the world's population lives in cities — putting services under intense strain⁴.



\$4.6T

could be gained by 2020 thanks to the smart city — and that's just in the public sector⁵.



SPACE SAVING

\$121B

is wasted in the US in congestion each year⁶. Ellicott City, Maryland has cut congestion and increased space utilization and retail sales income with an IoT solution that shows drivers where there's a vacant spot⁷.



BRIGHT IDEAS

40%

of municipal energy costs come from street lighting⁸. Cities like Lansing, MI have saved up to 70% by adopting smart street lighting that adjusts light levels to suit the needs of citizens⁹.



Download our new IoT report: verizonenterprise.com/iot