



Industry Playbook

Consumer Electronics Edition

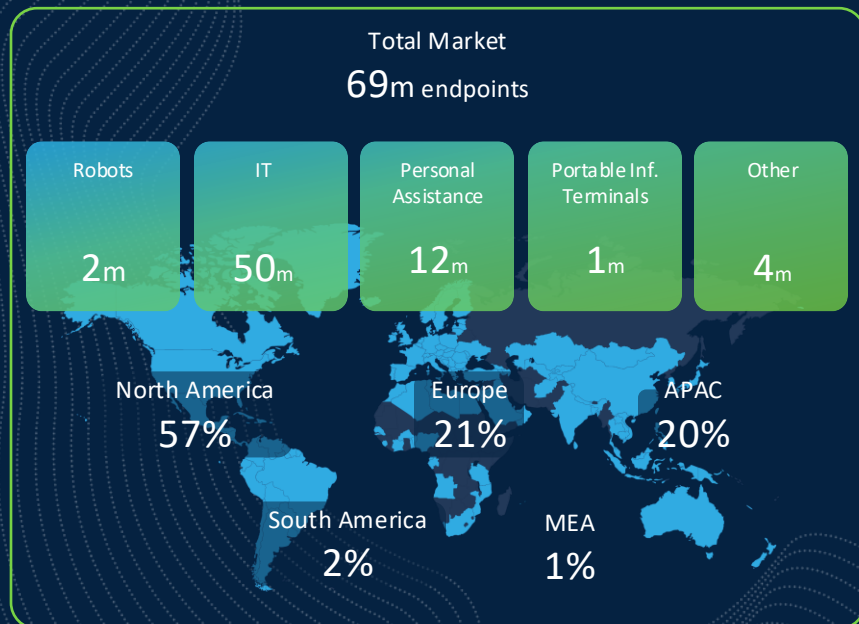
Market Insights, Best Practices, Player Overview along the Value Chain

March 2025



Consumer Electronics is a growing IoT industry requiring global coverage

Relevance of consumer electronics use cases for the IoT market:



Footprint 1NCE in the consumer electronics sector:



Sources: Market data courtesy of Transforma Insights, 1NCE Customer Insights
As of Jan 2025, 1NCE served 23,000 customers of which 7% are active in the consumer electronics sector.

Common use cases supported are wearables, consumer asset tracking, service robotics, pet tracking, connect PNDs, smart home, and people monitoring.

7% of our customers are building solutions in Consumer Electronics, including solutions in smart home & wearables

	Customers %	Typical applications			Selected customers	
Utilities		• Electricity meters • Gas meters	• Water meters • Leak prevention	• Network monitoring • Smart grid		
Infrastructure		• Remote Maintenance for elevators	• Solar Energy Monitoring • Charging stations	• Water and heating metering		
Logistics		• Asset tracking • Temperature monitoring	• Telemetry for vehicles • Geo-fencing	• Cold-chain monitoring		
Automotive		• Usage based insurance • Road-charging	• Fleet management • Car sharing	• Stolen vehicle recovery • Fuel level monitoring		
Industry		• Oil monitoring • Industrial automation	• Tank monitoring • Equipment monitoring	• Industrial sensors		
Agriculture		• Remote analysis of bee colonies	• Pest control • Yield monitoring	• Geofencing and alerting		
Smart Cities		• Cost and energy reduction	• Water leakage monitoring	• Elevator management solutions		
Healthcare		• Health monitoring • Refrigeration monitoring	• Cleaning monitoring (hotels)	• Digital signage		
Consumer		• Indoor Wellbeing Monitoring	• Professional Coffee Machines' Monitoring	• Energy consumption monitoring		
Retail		• Vending Machines Monitoring	• Payment Processing			

Key IoT use cases in Consumer Electronics

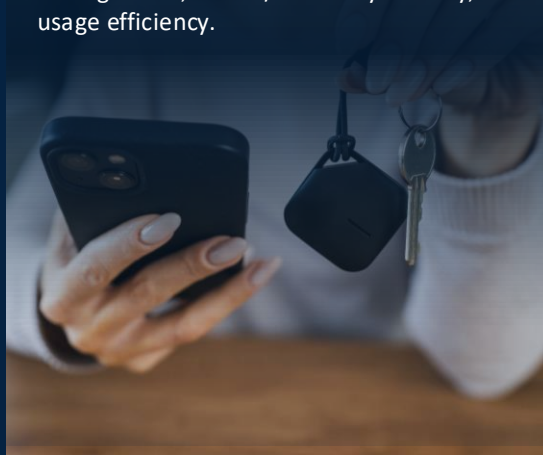
Wearables

IoT-powered consumer IoT devices like smartwatches, fitness trackers, and health monitors transmit real-time data on health, fitness, and location, enhancing personal wellness and safety. They enable proactive health management and instant data control via IoT connectivity and software.



Consumer Asset Tracking

IoT in Consumer Asset Tracking implies solutions which provide real-time tracking and monitoring for assets such as bikes, luggage, and vehicles. They ensure remote management, device/inventory security, and usage efficiency.



Service Robotics

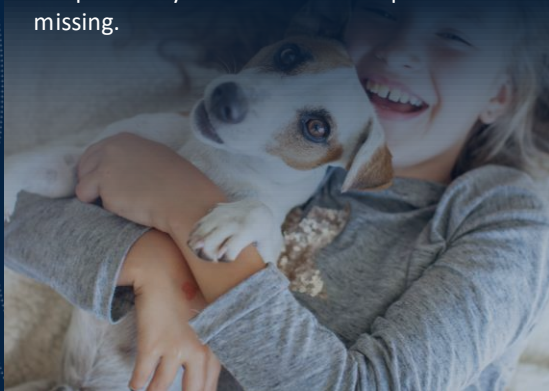
Connected robots with IoT technology perform automated tasks in infrastructure, healthcare, and retail, providing precision, productivity, and overall service quality. They utilize data to adapt, learn, and operate effectively in dynamic environments.



Key IoT use cases in Consumer Electronics

Pet Tracking

Pet tracking and smart pet care technology is often lifesavers – a built-in compass with a benefit knowing pets are safe on their adventures. Generating constant alerts and defining geographic perimeters helps to reduce anxiety and uncertainty as well as the possibility of accidents when pets are missing.



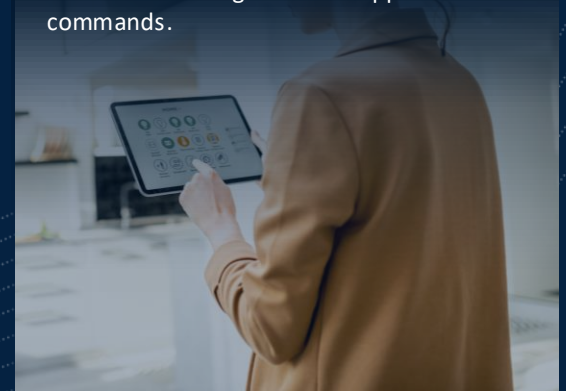
Connected PNDs

Connected Portable Navigation Devices (PNDs) utilize IoT technology to deliver real-time navigation, traffic updates, and location-based services. They integrate live data, offering personalized route recommendations, and ensuring connectivity with other smart devices.



Smart Home

IoT-powered smart home systems connect devices such as lights, thermostats, cameras, and appliances to provide automation, remote control, and real-time monitoring. They enable a secure, energy-efficient, and customizable living environment through centralized management via apps or voice commands.



Overview of players with traction in the market

Key players in Family & Child Tracking

Player	Logo	Location	Description	Website
Apple		USA	AirTag for location tracking via Find My network	Link
Cosmo Technologies		USA	Kids' GPS smartwatch with messaging & calling features	Link
Globalstar		USA	Tracking devices with emergency alert features	Link
Jiobit (Life360)		USA	GPS tracker for kids, pets, & seniors with secure location-sharing	Link
MyKi (Allterco)		Bulgaria	Smartwatches for kids with GPS, geofencing & voice communication	Link
Sartcom Mobility Solutions		Mexico	GPS tracking solutions for vehicles & personal safety	Link



Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market

Specialized players in Passenger Car Tracking

Player	Logo	Location	Description	Website
Agnik		USA	Vehicle telematics & analytics solutions	Link
Haysquare		Germany	GPS tracking & vehicle management	Link
Mojio		Canada	IoT solution provider for cargo and asset management	Link
Net4Things		Spain	Passenger car tracking to enhance safety, optimize routes, & enable smarter mobility	Link
Protectus Technologies		USA	Carlock, real-time cargo and shipment tracking provider	Link
Tail Light		USA	GPS tracking, driving analysis & vehicle health monitoring	Link



Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market

Specialized players in Consumer Vehicle Tracking

Player	Logo	Location	Description	Website
BikeFinder		Norway	Integrated GPS bike tracking for theft protection	Link
Bosch eBike Systems		Germany	GPS tracking solution for e-bikes, location tracking & theft protection	Link
Monimoto		Lithuania	GPS trackers for motorcycles with mobile alerts	Link
PowUnity		Austria	BikeTrax GPS trackers for e-bikes	Link
Sailsense Analytics		Belgium	Smart boat monitoring & analytics	Link
Scorpion Automotive		UK	Vehicle security systems for motorcycles & vehicles	Link
Siren Marine		USA	Connected boat tracking & monitoring systems	Link
Tracking		Italy	GPS tracking devices for e-bikes & motorcycles	Link



Find more at the **1NCE Knowledge Base**

Players 1NCE is supporting in the field

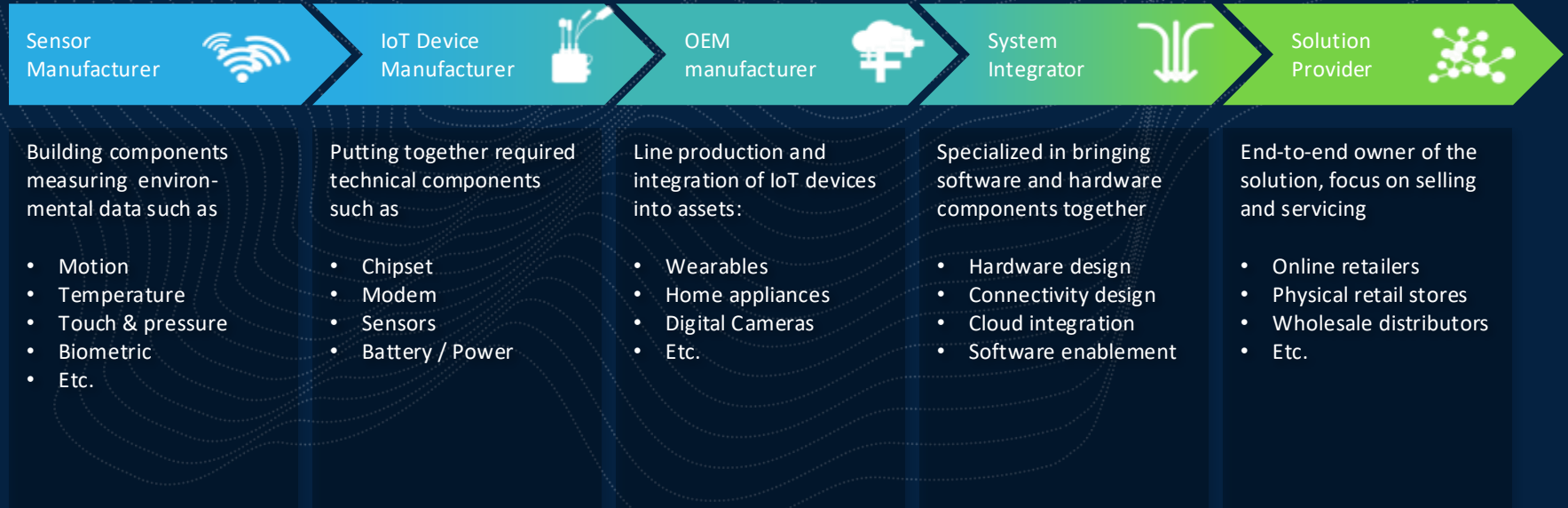
Player		Use Case	More info
Aircare		Real-time monitoring & remote management of air purification systems	Link
BibeCoffee		Remote monitoring of coffee machines, ensuring optimal maintenance & consistent quality	Link
Coffee Cloud		Cloud-based analytics, helping businesses track coffee machine usage & efficiency remotely	Link
Sentinum		IoT-enabled environmental monitoring, including smart sensors for air quality & climate data collection	Link
Shower Canary		IoT-based water monitoring, providing insights into shower water consumption & conservation efforts	Link
Switchee		Smart thermostats, improving energy efficiency & reducing heating costs in social housing	Link
Pocketalk		Uninterrupted real-time translation across multiple languages	Link



Find more at the **1NCE Knowledge Base**

Understanding the roles of players along the value chain

Creating connected products in the Logistics industry means to maneuver through the IoT ecosystem



1NCE has a dedicated offering for Smart Agriculture

	Typical customer requirements	Standard offerings	1NCE Offering
Pricing	• Single SKU • Cost transparency • Often only low data use cases	• Multiple suppliers for each region • Monthly fees, overage charges • Data selling focus, high data preferred	✓ All-in-1: \$15/10 years of service ✓ Transparent: no monthly fees ✓ Lifetime Flat: 500 MB, 250 SMS
Coverage	• Global coverage • Support of LPWA technology • Multiple network and operator switch	• Country group pricing, zoning • No or limited NB-IoT and LTE-M support • Different SIMs for different regions	✓ 173 countries coverage; no zoning ✓ +50 LPWA networks supported ✓ Global SIM with eUICC support
Service	• Device Management • API support • Interoperability	• Device Mgmt not included • API use not available or at high costs • No compatibility with 3rd party software	✓ Included in 1NCE OS ✓ All functions exposable through API ✓ Can be natively used with 1NCE Plugins

We bring your data from the sensor to the cloud

Your
Devices



1NCE Platform

Connect

- 500 MB
- 250 SMS
- 173 countries
- VPN / APN
- Data Streamer

OS

- Cloud Integration
- Location Services
- Energy Saver
- APIs
- Device SDKs

\$15 for 10 years

Your
Data



Business



\$1.00

Industrial



\$2.00

Chip



\$2.50

Sensor Data

Our 1NCE Lifetime Flat is the new standard in IoT

1NCE IoT Lifetime Flat

10 years of service including:

1NCE Connect

- 500 MB
- 250 SMS
- 173 countries coverage
- Open VPN
- API Usage & APN
- Data Streamer
- Monthly data limits
- IMEI Lock
- Freedom to Switch
- 3 months grace period

1NCE OS

- Cloud Integrator
- Device Locator
- Energy Saver
- Device Authenticator
- Device Inspector
- Device SDKs and Blueprints
- LwM2M Service
- Device Controller
- Admin Logs
- Access to Developer Hub (Documentation)

One time fee: \$15.00

SIM Options

Business



\$1.00

Industrial



\$2.00

Chip



\$2.50

- ✓ Already covers all requirements for most IoT uses cases
- ✓ Already sold to 23,000+ customers in 100 countries
- ✓ Widely used across all industries and verticals
- ✓ No minimum order quantities*

Optional Add-Ons and Extensions

Data Top-Up

Additional 500 MB and 250 SMS

+\$15.00

Lifetime Extension

Additional 10 years, 500 MB and 250 SMS

+\$15.00

High Data Option

High throughput 25Mbit/s

\$7.50 / GB

Advanced Device Locator

High-res network location service

Plugins

Integrated 3rd Party Software

Free Trial

High Security Data Routing

IPSec / VPC Peering services

\$1,800+ / yr

- ✓ Add-Ons trusted by 4,000+ advanced users
- ✓ Co-developed with and for customers

About 1NCE

Fast



23,000+ customers
won in 7 years



400+ team
across Europe,
Asia and US



30 million
managed endpoints



+100% year on year average growth

"1NCE launched its flat rate life-time connectivity offering for connected devices in 2018 and has achieved unparalleled growth in the past two years."

Johan Fagerberg, CEO, Berg Insight

Strong

- Global access under a strong
a family of local network operators

– EU



Deutsche Telekom AG

– USA



T-Mobile US

– Asia



SoftBank

– China



中國電信
CHINA TELECOM

– Claro



Claro

– Bell



Bell

Everywhere

Can be used for multiple IoT
applications



Smart
Agriculture



Waste
Management



Industrial
Automation



Fleet
Telematics



Smart City



Tracking



AR / VR



Smart
Buildings



Infrastructure
monitoring



Smart
Metering



Remote
Monitoring



Tracking
Devices

1NCE is a company offering a software platform for connected products that delivers future-proof, hassle-free IoT in 173 countries and regions. The software platform enables customers to easily, securely and reliably collect device data and turn it into actionable intelligence. This accelerates time-to-market for data collection projects by months, increases device lifetime by years, and allows efficient management of sensors from initial deployment to the end of the product lifecycle. More than 23,000 users and 60 Fortune 500 companies trust 1NCE with 30 million connected products worldwide.

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