# 1NCE ®

Industry Playbook

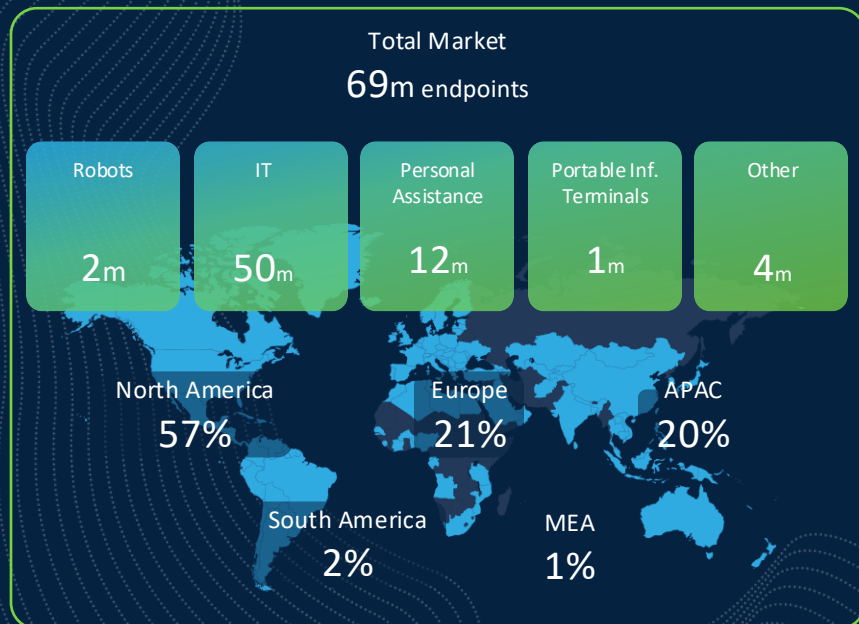# Consumer Electronics Edition

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:

**Total Market**
**69m** endpoints

| Robots | IT | Personal Assistance | Portable Inf. Terminals | Other |
|---|---|---|---|---|
| 2m | 50m | 12m | 1m | 4m |

North America
**57%**

South America
**2%**

Europe
**21%**

MEA
**1%**

APAC
**20%**

Footprint 1NCE in the consumer electronics sector:

Consumer Electronics customers represent:
**7%**
of 1NCE customers

Consumer Electronics customers located in
**26**
countries worldwide

Top 10 countries for 1NCE
1) France
2) Great Britain
3) Hong Kong
4) Poland
5) Germany
6) Netherland
7) Switzerland
8) Spain
9) Greece
10) Italy

Consumer Electronics use cases represent:
**4%**
of managed endpoints

Consumer Electronics customers use 1NCE in
**121**
countries worldwide

Number of large deployments
**62**

Typical deployment size
**1-10k**
endpoints

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** | 20% | • Electricity meters<br>• Gas meters | • Water meters<br>• Leak prevention | • Network monitoring<br>• Smart grid | asl »cast4all |
| **Infrastructure** | 8% | • Remote Maintenance for elevators | • Solar Energy Monitoring<br>• Charging stations | • Water and heating metering | OCEA Smart Building / zonneplan OLOXAM |
| **Logitics** | 7% | • Asset tracking<br>• Temperature monitoring | • Telemetry for vehicles<br>• Geo-fencing | • Cold-chain monitoring | blulog Trackting |
| **Automotive** | 17% | • Usage based insurance<br>• Road-charging | • Fleet management<br>• Car sharing | • Stolen vehicle recovery<br>• Fuel level monitoring | VIMCAR TARGA |
| **Industry** | 9% | • Oil monitoring<br>• Industrial automation | • Tank monitoring<br>• Equipment monitoring | • Industrial sensors | metasphere autosen |
| **Agriculture** | 7% | • Remote analysis of bee colonies | • Pest control<br>• Yield monitoring | • Geofencing and alerting | BAYER XFARM eMitter |
| **Smart Cities** | 6% | • Cost and energy reduction | • Water leakage monitoring | • Elevator management solutions | FLASHNET convadis |
| **Healthcare** | 2% | • Health monitoring<br>• Refrigeration monitoring | • Cleaning monitoring (hotels) | • Digital signage | Zenicor MICRODEFENDER |
| **Consumer** | 7% | • Indoor Wellbeing Monitoring | • Professional Coffee Machines' Monitoring | • Energy consumption monitoring | Sentinum FORGING FUTURE switchee |
| **Retail** | 1% | • Vending Machines Monitoring | • Payment Processing | | CASYOPE SERVICES |

% of Customers in the other verticals – 16%

# 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.
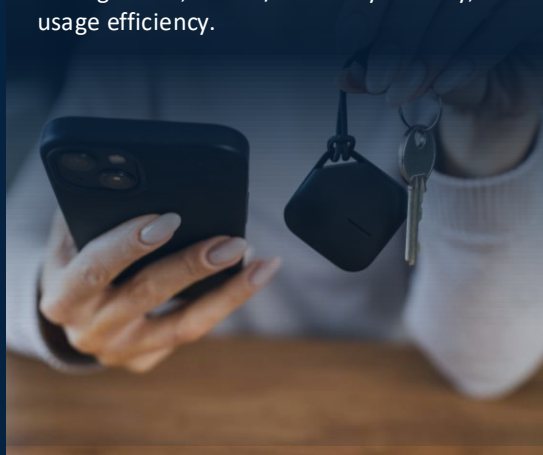


## Service Robotics

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.
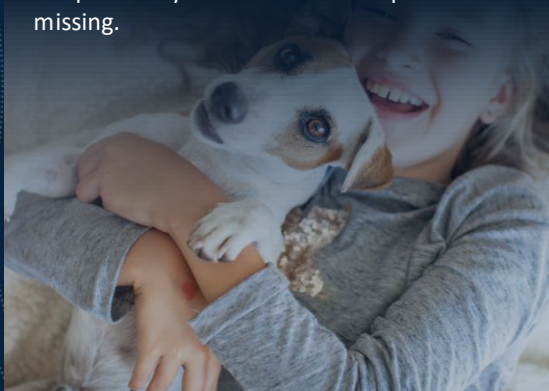
## Connected PNDs

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.
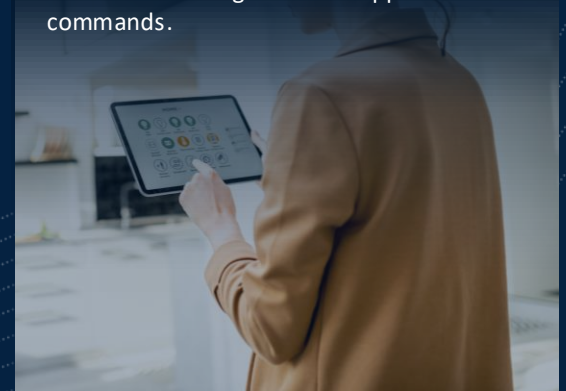
# Overview of players with traction in the market

## Key players in Family & Child Tracking

| Player | Logo | Location | Description | Website |
|--------|------|----------|-------------|---------|
| Apple | Apple | USA | AirTag for location tracking via Find My network | Link |
| Cosmo Technologies | COSMO | USA | Kids' GPS smartwatch with messaging & calling features | Link |
| Globalstar | Globalstar | USA | Tracking devices with emergency alert features | Link |
| Jiobit (Life360) | jiobit by Life360 | USA | GPS tracker for kids, pets, & seniors with secure location-sharing | Link |
| MyKi (Allterco) | MyKi™ | Bulgaria | Smartwatches for kids with GPS, geofencing & voice communication | Link |
| Sartcom Mobility Solutions | SARTCOM Smart And Reliable Telecommunication | 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 | AGNIK | USA | Vehicle telematics & analytics solutions | Link |
| Haysquare | Haysquare | Germany | GPS tracking & vehicle management | Link |
| Mojio | mojio | Canada | IoT solution provider for cargo and asset management | Link |
| Net4Things | net4things | Spain | Passenger car tracking to enhance safety, optimize routes, & enable smarter mobility | Link |
| Protectus Technologies | CARLOCK)) | USA | Carlock, real-time cargo and shipment tracking provider | Link |
| Tail Light | 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 | bikefinder | Norway | Integrated GPS bike tracking for theft protection | Link |
| Bosch eBike Systems | BOSCH | Germany | GPS tracking solution for e-bikes, location tracking & theft protection | Link |
| Monimoto | MONIMOTO | Lithuania | GPS trackers for motorcycles with mobile alerts | Link |
| PowUnity | powunity | Austria | BikeTrax GPS trackers for e-bikes | Link |
| Sailsense Analytics | SAILSENSE | Belgium | Smart boat monitoring & analytics | Link |
| Scorpion Automotive | SCORPION AUTOMOTIVE | UK | Vehicle security systems for motorcycles & vehicles | Link |
| Siren Marine | sirenmarine CONNECTED BOAT | USA | Connected boat tracking & monitoring systems | Link |
| Trackting | Trackting | 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 | AIRCARE. | Real-time monitoring & remote management of air purification systems | Link |
| BibeCoffee | Bibe Coffee | Remote monitoring of coffee machines, ensuring optimal maintenance & consistent quality | Link |
| Coffee Cloud | CoffeeCloud | Cloud-based analytics, helping businesses track coffee machine usage & efficiency remotely | Link |
| Sentinum | Sentinum FORGING FUTURE | IoT-enabled environmental monitoring, including smart sensors for air quality & climate data collection | Link |
| Shower Canary | Shower Canary | IoT-based water monitoring, providing insights into shower water consumption & conservation efforts | Link |
| Switchee | switchee | Smart thermostats, improving energy efficiency & reducing heating costs in social housing | Link |
| Pocketalk | 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

| Sensor Manufacturer | IoT Device Manufacturer | OEM manufacturer | System Integrator | Solution Provider |
|---|---|---|---|---|

Building components measuring environ-mental data such as

- Motion
- Temperature
- Touch & pressure
- Biometric
- Etc.

Putting together required technical components such as

- Chipset
- Modem
- Sensors
- Battery / Power

Line production and integration of IoT devices into assets:

- Wearables
- Home appliances
- Digital Cameras
- Etc.

Specialized in bringing software and hardware components together

- Hardware design
- Connectivity design
- Cloud integration
- Software enablement

End-to-end owner of the solution, focus on selling and servicing

- Online retailers
- Physical retail stores
- Wholesale distributors
- Etc.

# 1NCE has a dedicated offering for Consumer Electronics

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

**$10 for 10 years**

**Your Data**

| Business | Industrial | Chip |
|----------|-----------|------|
| $1.00 | eUICC $2.00 | eUICC $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: $10.00**

## SIM Options

**Business**
$1.00

**Industrial**
eUICC
$2.00

**Chip**
eUICC
$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*

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

## Optional Add-Ons and Extensions

**Data Top-Up**
Additional 500 MB and 250 SMS
+$10.00

**Advanced Device Locator**
High-res network location service

**Lifetime Extension**
Additional 10 years, 500 MB and 250 SMS
+$10.00

**Plugins**
Integrated 3rd Party Software
Free Trial

**High Data Option**
High throughput 25Mbit/s
$5.00 / GB

**High Security Data Routing**
IPSec / VPC Peering services
$1,800+ / yr

All prices and information as of February 2025

* For IoT SIM Card Business only. Industrial-grade SIMs are MOQ 100.

# 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 · · · 中国电信 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.

# Explore More about 1NCE

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## Knowledge Base

Knowledge Base

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