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# mother.

## CREATING THE INTERNET OF LIFE

### Blending into our lives

Can you imagine a world with super-simple devices without a switch or button, sensors that understand what you're doing without having to ask, and batteries that last more than a year without needing to be replaced or recharged? At Sen.se we have gone beyond imagining this and are creating the Internet of Life -- objects that learn to live with us rather than us with them.

Mother is a caring, adaptable and programmable device that turns objects into smart and understanding things that truly enrich your life. Sen.se designed Mother & the Motion Cookies to blend into your life and habits. Mother doesn't require maintenance or changes in your routine. Put on your pyjamas, get into bed. You interact with your pyjamas, pillow and sheets, not a device. The Cookie placed on your mattress will infer the time you fell asleep, the time you got up and how you slept. It can record data for a full year without you ever needing to tell it when your night started and finished. Without requiring you to plug cables or clutter your space with accessories. It discreetly records the quality of your sleep, wakes you up gently with your smartphone if you want it to, reports deteriorated or improved sleeping patterns when it identifies them.

### What's stopping the Internet of Things? You are.

Although technologies and protocols are improving every day, smart objects remain affected by a fundamental weakness: their users. Whatever the object, whatever the use, user motivation erodes over time. Why? It's the inadequate design of the device. The vast majority of users give up using their connected objects before they have a chance to discover their genuine long-term interest. The user experience can be broken down into three phases:

- **The revelation phase:** in the first few weeks of their experience, users are highly interested in the flow of new data of a kind they'd never seen before. They make all necessary efforts to adjust and improve their behaviour.
- **The knowledge and intelligence phase:** once they've accumulated more than one year of info about a particular behaviour, users understand the point of historical data reflecting long-term behavioural trends and allowing their applications to give meaningful advice and make relevant suggestions.
- **The spell in the wilderness phase:** the problem is that, between the two points described above – the 6 to 8 months it takes to move from the first to the last phase – user motivation seriously slackens. Data they record no longer teaches them anything about their day to day life. They reach a plateau and can no longer improve. They don't yet have enough historical data to draw long-term conclusions. All of this means that the effort far exceeds the reward, and excuses to give up altogether abound: charging the battery is tedious, routines are too complex, and the whole thing interferes with their habits.

### **The meaning of life**

At Sen.se, we believe that the real challenge - more than the connected objects themselves – is to make life meaningful. This can happen through the collection of data that enables the provision of genuinely relevant and smart services in the long term.

### **Bringing together the scattered islands of our needs**

User's needs are not airtight: we don't live our lives by jumping from one sealed compartment to another. Current segmentations between different smart objects are dictated by marketing constraints much more than by the reality of life: energy, health, home automation. It's high time for a rethink based on users' lives and habits, not on the industry's rigid categories and pigeonholed PowerPoints.

### **Looking attractive, staying safe and saving the planet all at once? It can be done!**

Why couldn't my pedometer (which I use to stay attractive and fit) also tell my house to activate the alarm when I leave the house (because I'm also scared of burglars) and turn the heating down (because I want to conserve energy)? Do I really have to buy three products and remember to carry them all? Why couldn't my fridge's sensor – the one that checks cooling cycles and makes sure it doesn't get hot in there because you forgot to shut the door - also help me to fight my nasty tendency to snack between meals?

### **1 Device = 1 App: an absurd model**

The services provided by connected devices are dependent on the data they collect and cycle back. A given type of data can allow multiple uses. It is wholly absurd to manufacture, purchase, power and operate two devices that collect and send the same data, just because we need two uses. Generic sensors are capable of tracking information which multiple online applications can leverage in many different areas of our lives.

### **Smart Objects vs. Connected Objects**

People often confuse connected objects with smart objects. An object doesn't become smart just because it's connected to a network. Many of the products available today are little more than remote controls that trigger actions remotely through a smartphone, or parrots that mindlessly repeat the data they have collected and instantly forget it.

The proliferation of remote controls will not change the world. The true revolution will come from smart objects. A smart object should be able to decide its own behaviour, make autonomous decisions, and reveal to users things that they could not have found out on their own. Although necessarily connected, a smart object is first and foremost a "learning" object designed to pick up data, send it up to a cloud platform that can store and analyse it, and gradually identify the emergence of trends or patterns that will ultimately drive the smart object's decisions.

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