Wireless Sensor Networks: Market Shares, Strategies, and Forecasts, Worldwide, 2013 to 2019





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REPORT # SH25811715

640 PAGES

**266 TABLES AND FIGURES** 

2013



Wireless Sensor Networks: Users Connect Sensors to Achieve the Internet of Things – (IoT)

## **CHECK OUT THESE KEY TOPICS**

Wireless Sensor Network Wireless Nodes **Microcontroller Energy Harvesting Vibration-Based Wireless** Energy **Piezoelectric Energy Harvesters Thermoelectrics Generating Power From Heat Smart Computing Power Community Wireless Sensor Networks Smart Cities Smart Buildings Military Remote Energy Applications** Off-Grid Special Energy **Energy harvesters Powering Pipeline Monitoring Stations** Navigational aids energy

Spacecraft energy Thermoelectric cooling **Automotive Energy Lighting Community** Manganese dioxide **Nanoparticles Nanotechnology Graphene** Self-assembly **Nanostructured Thin Films Microgenerator Transforms Mechanical Energy Vibration Electricity Pressure Of A Finger Piezoelectricity Solid State Technology** Microgenerator **Power Source Of Sensor** Sensor node **Vibration Energy Harvesting Photovoltaics Piezoelectrics Thermovoltaics** 

**Energy Scavenging Power Harvesting Capture Of Ambient Energy Algorithmic Control Energy Harvesters Sensors Based On Magnetic** Materials **Wireless Sensor Network Economies of Scale Internet of Things** loT **Wireless Sensor Network Standards** System on a Chip (SOC) **Blue Tooth SimpliciTI** M<sub>2</sub>M **LXRS® PROTOCOL ZigBee Alliance Powering Current Sensors** 

## Wireless Sensor Network: Economies of Scale Provide Growth Strategy

Wireless Sensor Network: Market Shares, Strategies, and Forecasts, Worldwide, 2013-2019

LEXINGTON, Massachusetts (November 21, 2013) – WinterGreen Research announces that it has published a new study Wireless Sensor Network Market Shares, Strategy, and Forecasts, Worldwide, 2013 to 2019. The 2013 study has 640 pages, 266 tables and figures. Worldwide markets are poised to achieve significant growth as the Wireless Sensor Network is used to implement the Internet of things.

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Advanced technologies for wireless sensor networks are associated with energy harvesting and thin film batteries. Emerging wireless sensor networking is based on leveraging the feasibility of making sensors work independently in groups to accomplish insight not otherwise available. Advanced storage devices are emerging simultaneously with the energy harvesting devices that are economical, making sensor networks feasible. Storage devices can leverage the power captured by energy harvesting when sensors and devices are interconnected as a network.

Energy storage technologies of super-capacitors and thin-film batteries with cost-effective market presence are set to power wireless sensor networking. Energy harvesting devices have attained workable levels of efficiency.

There are significant cost reductions for wireless sensor networking that have been accomplished in the past few years. Many applications are related to smarter computing that depends on sensors capturing change in conditions and making adjustments to the environment based on measured change.

Worldwide wireless sensor network device market driving forces relate to an overall trend toward implementation of the Internet of things addressing disparate initiatives toward adoption of the smarter planet for buildings, roads, transportation, and mobile health initiative for chronic conditions. This smarter planet trend promises to become prevalent as people learn how to use small core processors combined with sensing technology to keep the cities more livable and themselves healthier. Healthy behaviors such as exercise, good diet and stress management have the potential to reverse aging on a molecular level and partly restore the vitality of a person's cells with sensors and communication of the sensor data over wireless sensor networks playing a significant role in management of life.

Healthy lifestyle choices can increase the length of DNA sequences found at the end of a person's chromosomes and reverse aging. This discovery is likely to increase interest in monitoring and testing DNA sequences and looking at the ends of the chromosomes. This discovery is likely to increase a shift toward wellness initiatives. It has stimulated the need for better communication between clinicians and patients. New sensor technology creates the opportunity for monitoring and testing. Wireless sensor network devices can be used to send alerts to at risk people who are exercising.

Wireless sensor networking is set to grow as sensors are freed from the grid and networks implement connectivity that is mesh architecture based. Converting ambient energy to useable electrical energy harvesting (EH) systems creates the opportunity to implement wireless sensor networks. These networks interconnect an inexpensive and compact group of devices and sensors. The networks use wireless capability to power portable electrical devices.

According to Susan Eustis, lead author of the WinterGreen Research team that prepared the wireless sensor network market research study, "Wireless sensor network markets are evolving as smart phone devices and technology find more uses throughout the landscape of the Internet of Things. Sensors can provide monitoring that has not previously been available. Differential diagnostic tools support provide

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differential information that helps manage our daily lives from traffic patterns to crime detections, to medical treatment."

"The decision process take into account clinical findings from the home monitoring devices and from symptoms verbally communicated in a clinical services setting. Improved economics of healthcare delivery implementation is facilitated by wireless sensor networks. This is true across the spectrum of things that can be monitored by sensors"

These wireless sensor networks in the past have relied heavily on batteries that need to be changed by a human. Energy harvesting technology combined with solid state batteries power an increasing number of consumer and industrial products that are untethered or need to become disconnected from electrical outlets.

The markets for wireless sensor networks at \$552.4 million in 2012 become very big, very fast reaching \$14.6 billion by 2019. Market growth is dependent on emerging technology. As the wireless technology, the solid state battery, the sensor technology, smart phone technology and the energy harvesting technology all become commercialized, these devices will be used to implement wireless sensor networks. The wireless sensor networks markets will be driven by the adoption of 8.5 billion smart phones by 2019, creating demand for apps that depend on sensor networks.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Electronics.CA, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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## Companies Profiled

#### Market Leaders

Northrop Grumman Boeing KCF Technologies Marlow Industries Cymbet EnOcean
Silicon Laboratories
Perpetuum
Arveni
Infinite Power Solutions (IPS)

#### **Market Participants**

ABB
Adaptive Materials Technology -

Adaptamat Ltd Alphabet Energy Arrow Electronics

Micropelt

American Elements, USA
Australian Defence Science &
Technology Organisation (DSTO)

Arveni Avnet

BAE Systems Boeing

BYD CST Cymbet

Digi International
Dust Networks
EnOcean GmbH
Finmeccanica

**Flexible Electronics Concepts** 

**Ferro Solutions** 

Fraunhofer Institute for

Integrated Circuits IIS
General Electric Company (GE)

GMZ

Honeywell

**Infinite Power Solutions** 

Inventec

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**ITN Lithium Technology** 

**JonDeTech** 

**KCF Technologies Inc** 

Kelk

**Levant Power** 

LORD Corporation, MicroStrain®

Sensing Systems MacSema

Microchip Technology MicroGen Systems

Micropelt Millennial Net Modern Water

National Instruments

Nature Technology Nextreme

OMRON

Planar Energy Devices -

Perpetua

Phononic Devices
Polatis Photonics

**Primus Power** 

PS

**Schneider Electric** 

Severn Water / Modern Water /

**Cymtox Limited** 

**Syngenta Sensors UIC** 

Teledyne / Rockwell Scientific
Texas Instruments (TXN:NYSE)

**Trophos Energy** 

**University of California, Berkeley** 

University of Michigan Vishay Precision Group Zarlink Semiconductor AB US Department of Energy's Advanced Research Projects Agency-Energy (ARPA-E) Seed

**Funding** 

**Selected Energy Harvesting** 

**Market Participants** 

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# Wireless Sensor Network: Market Shares, Strategies, and Forecasts, Worldwide, 2013 to 2019

#### **Report Methodology**

This is the 581st report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

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Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referenced to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

## **YOU MUST HAVE THIS STUDY**

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Wireless Sensor Networks: Market Shares, Strategies, and Forecasts, Worldwide, 2013-2019

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#### **Wireless Sensor Network Executive Summary**

The study is designed to give a comprehensive overview of the wireless sensor networks market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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This section selectively describes market shares, forecasts, segments, and regional revenue. Numbers are the result of primary research in all cases. Selected companies are described from an independent analyst perspective with a thumbnail sketch or analysis of their market numbers or commentary on their strengths and weaknesses. Some of the analysis is focused on looking at the topic segment by segment, including company descriptive analyses by segment and subsegment.

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This section describes selected companies and selected products. Products for this market segment are described with attention to the most significant aspect of features and functions in this category of product. The juxtaposition of a range of different product descriptions from a single market category provides a really good way to access market directions and achieve market competitive analysis. This section is arranged products. Company products are described in the appropriate sections, meaning a company is mentioned several times in the chapter in different places.

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## Wireless Sensor Networks Company Profiles

This section selectively describes company strategies, partners, acquisitions, and revenue by segment and regional revenue when available. Companies are described by looking at what is most interesting about that company. The descriptions collectively give a sense of market directions within the industry segment. The alphabetical listing of company thumbnail sketches provides an accessible way to find out what is going on in any particular company.

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# **ABOUT THE COMPANY**

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

## **About The Principal Authors**

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**Susan Eustis**, President, co-founder of WinterGreen Research is a senior analyst. She has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines where she was featured in People Magazine in 1976. She has new patent applications in format varying, mulitprocessing, and electronic voting. She is the author of recent studies of the Solar Renewable Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Susan Eustis was named as top female executive of the year by Who's Who Worldwide in 2012. She was named page one of the top 100 Industry leaders in Who's Who in 2013.

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