

The pill from the data line

IoT, Smart Home, Big Data, Blockchain: The Next "Big Thing"-machinery of the digital economy continue working on high tours. As a true miracle vaunted IT trends are supposed to make life much better, more efficient and simpler - but usually stick still in the children's shoes.

It is a light design for each apartment. When warm light in the morning to the laughter in the kitchen is asked and to later hour a romantic darkened version, so the wishes go automatically. This task is done neither by empathic partner, or even by the eager household fair, but rather a suspended light whose light exactly followed the same instructions, given by wiping over the mobilescreen. This "Luke Roberts lamp", invented by the Viennese start-up company Luke Roberts, is controlled about built-in motion sensors, Bluetooth as well as the light switch and remembers also how the owner would like to have the light. Fine tune also proves to be a children's play: With this object is first the sofa for the television afternoon illuminate, In the evening comes the dining table on the other side of the room to the series.

The products should make life easier and more comfortable. A smart lamp knows when the user would like dimmed light and switches automatically to indirect lighting, when relaxation after work is announced. Through our technology, this all will be realized done with a hail lamp. Additional lights for the room are not necessary to produce a pleasant light-fastness", explains Robert Kopka, founder of Luke Roberts with Lukas Pilat. Some consumers may already have a light on. After the presentation of the product at the beginning of the year at the Crowdfunding platform "Kickstarter" deposited in just 30 days 1.100 prospective customers their order. That obviously obvious acting object, which is available in early 2017 and cost 699 euros in the regular trade, belongs to this new lifestyle category, which experts prophesies a golden future: Smart Home.

Smart networks save money

The conventional home is then history, because life biotopes become an intelligent ambience: Appliances from the heating via the washing machine to the stove build a network and communicate wirelessly via smartphone or tablet to increase the quality of living and reduce costs. So can smart networks for electricity and gas, called "smart grids", which all the participants in the energy system- the customer through the producer to the supplier - integrate, optimize the consumption and, at the same time, the environment sustainable.

"The market has become a very forward-looking industry. Experts predict that by the year 2020 alone 15 per cent of all households will be equipped by smart home technologies. The living of the future is becoming increasingly smarter. General in the future can be emanated from a completely networked house", says Peter Schnaebele, Managing Director of Robert Bosch Smart Home GmbH. As a techno-fuel for this quantum leap, digitization, which is a radical change in every area of life has begun. Books, fashion and food can be ordered online as well as online bank deals can be done via app or the life partner is waiting on a dating platform on the Internet. The digital economy has developed into a "Next Big Thing" machine without pauses: almost like on the assembly line new IT temptations flow out of the data line, accompanied by promises of salvation of all kinds.

But it is only a small step from the smart home away to another trend called "Internet of Things "(IoT). Changes on career in human life have not only lamps or electricity meter. The idea behind the web of things remembers of fantasy movies from Hollywood: Very normal objects, from the coffee machine over the clock to the flower head, are using chips as well as sensors and thus can afford intelligent and helpful services that none of them would have expected.

Just like a pillory of the US newcomer AdhereTech, which over a wireless connection works and has amazing talents. Her job is: observe swallowing of preparations. Sensors register, if the drug is taken, by measuring how many tablets are contained. Should the patient forget, an SMS remembers or the light signal to the catching-up requirement. The software inquired also for the reason of negligence and sends this result to the doctor, who can react on the patient's habit.

Such creations make it clear that it cannot remain with dazzling fantasies, which sound good on the paper. "As with all systems, the benefit arises only through sensible commitment. So far, there was only an exploration of possibilities at the program: from Smart Home or portable computers like a smartwatch. All these were impulses for one Brainstorming. Now it is about finding applications, which the potential of the technologies associated with IoT make usable. "The handicraft is over", says Thomas Kunz, Mastermind of the digital service provider Smile-IT, also in the Framework of the Think Tank "IoT Austria The Austrian Internet of Things Network "as an organizer.

The car is talking with the oven

After the handicraft, the leap into reality is now to take place. Therefore, the operating temperature rises in the think tanks. IoT Austria takes care of promoting the Internet of Things as well as the responsible use and dissemination of related technologies. We are organized as an association and organize talks and workshops for small groups, as well as larger networking events in eight national organizations, "explains Kunz.

Fuel for the modern age is provided by the "Digital Agenda Vienna" with a collection of ideas plus a working group on the Internet of Things. The city of Vienna wants to play an active role in this step and to approach the issue in close cooperation with the population and the economy in a concrete way. It is about opportunities, risks, challenges and of course creative input to potential applications, which everyone can bring in.

Corporations have already launched their antennas: Bosch allows this year to take a look behind the scenes at the fair "Consumer Electronics Show" in Las Vegas. There was shown how a networked car communicates with the smart house. The owner just needs to leave the car an instruction - already after the arrival the oven is preheated for the pizza.

Despite such glories, critical minds have the question of privacy in the stomach. The IoT could act like a magnet to data collectors who register each movement and want to create behavioral profiles which could be sold to companies. A possible misuse of information is the antithesis to all digital harmonics. Since the rise of the online shopping in the nineties the industry knew about the explosive power: The discomfort of many users, enter their credit card numbers at the virtual cash desks, prevented high sales for many dotcoms.

Even if something has improved - Security remains a long-term incentive. Forecasts from Check Point Software Technologies for 2017 also do not provide an all-clear. The Mobility Division shows the global risk potential: attacks on mobile devices according to the security team will increase and put companies under pressure. Already last year, one out of five

employees were confronted with a pest, which could reach over an infected wireless Network directly to its terminal equipment.

Everyone can get into the sight of cyber gangster: Employees, companies, private, institutions. Under the term "Ransomware" is now spreading a phenomenon called as a highly profitable source of income for criminals. The method behind the rapid spread of that pest software is always the same: attackers blackmail their victims by introducing devastating programs without notice and making important data on the computer completely unreadable. For publication of the key is required to make as quickly as possible a money transfer.

Achim Kaspar, General Manager of Cisco Austria: "The unstoppable digitization of all areas is a great opportunity, but also a challenge, especially for security. It is important to keep the detection time in case of a cyberattacks as short as possible, so that the forces can do no harm or only little harm.

Maximum risk reduction is feasible

Attacks are also no inescapable fate. There is no deep sleep at the good side. "Though the threat increases, maximum risk reduction is feasible. By professional provider also increases the protection level continuously. The Trend is moving towards cloud solutions as well as a central security. If modern standards are consistently kept in mind, pests do not come at all to the users", says Dieter Steiner, Head of the Security Service Provider SSP Europe.

Such messages are not least balsam on the souls of Managers in finance, where IT-security in the age of online banking and referral-apps co-decision about the market success. Even in the world of equities and assets, the digitization let no stone on the other and ensures new framework conditions. After the advent of so-called "FinTechs", which as a small online provider of individual financial services fears the big banks, is already the next hype in the stating holes: Blockchain.

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