Maximize Your IoT on the Web Strategy

Simplify application development and enable interoperability across platforms with Web standards.

Wearables

Smart homes

Medical

**Managed   Connected
Secured**

Smart Grid

www

Industrial

Vehicles

Smart City

> Industry Challenges

The Internet of Things suffers from a lack of interoperability across platforms, resulting in fragmentation and silos that are holding back the business potential.

> Why Is It Important?

Solving this will lower the costs and unlock exponential growth as happened with the introduction of the Internet, and subsequently, the World Wide Web.
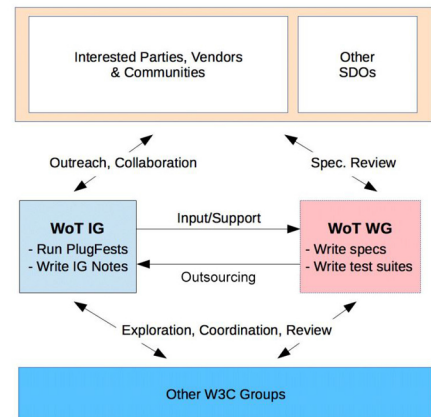
> What Is the Solution?

The Web of Things (WoT) is the layer of semantics, security and metadata that will help integrate these technologies and secure the very future of our day-to-day lives and build the open platform for the IoT with widespread business adoption opportunities.

Join W3C to develop the standards needed to realize the full potential of the IoT   *w3.org / WoT*

From the Open Web Platform to the Web of Things

Don't get stuck in a technology silo — use the power of the Web to free up your choices and maximize your chances of success!

On the application layer W3C is working on building blocks which can be used by various platforms analogous to Internet protocol building blocks which are used today.

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Here are some of the benefits of W3C standardization

– W3C has broad liaisons with existing platform alliances

– Increased opportunities through web scale markets of services

– Easier integration of services across platforms for high value solutions

– Highly adaptable: many different protocols to address varying needs across different domains

– Highly scalable: from microcontrollers to cloud based server farms handling big data

– Reduced development costs and reduced risks when compared to depending on a single platform

W3C has proposed an initial set of relevant Web of Things building blocks and is reaching out to IoT industry alliances and standards development organizations to collaborate on realizing semantic interoperability and end to end security across different platforms.

– AIOTI

– BSI & Hypercat

– IETF/IRTF

– Industrial Internet Consortium

– IoT Security Foundation

– oneM2M

– Open Geospatial Consortium (OGC)

– Open Connectivity Foundation

– OPC Foundation

– Plattform Industrie 4.0

BE PART OF THE CONVERSATION. JOIN W3C.

Help shape the Web while securing your organization's future growth, sustainability and profitability. Contact us for more information. **w3.org/join**

W3C WORLD WIDE WEB consortium