




# State of the Market: The Internet of Things 2015



## MOVING TO A SMARTER CITY

The Internet of Things (IoT) can help address many of the most pressing problems facing towns and cities today, from congestion and energy use to public safety.




**ENERGY EFFICIENCY**  
**75%**

of the world's energy consumption comes from cities<sup>2</sup>. With smart building energy management, cities like Charlotte, NC have cut total energy use by 8.4% and GHG emissions by 20%<sup>3</sup>.

**PERFECT SENSE**  
**148M**

Americans live in areas with unhealthy levels of air pollution<sup>1</sup>. IoT can monitor air and water quality in real time, supporting action to clean up the environment.




**54%**

of the world's population lives in cities — putting services under intense strain<sup>4</sup>.


**\$4.6T**

could be gained by 2020 thanks to the smart city — and that's just in the public sector<sup>5</sup>.



**SPACE SAVING**  
**\$121B**

is wasted in the US in congestion each year<sup>6</sup>. Ellicott City, Maryland has cut congestion and increased space utilization and retail sales income with an IoT solution that shows drivers where there's a vacant spot<sup>7</sup>.




**BRIGHT IDEAS**  
**40%**

of municipal energy costs come from street lighting<sup>8</sup>. Cities like Lansing, MI have saved up to 70% by adopting smart street lighting that adjusts light levels to suit the needs of citizens<sup>9</sup>.



Download our new IoT report: [verizonenterprise.com/iot](http://verizonenterprise.com/iot)

1. American Lung Association, 2014 - <http://bit.ly/1zihZpw> | 2. UN, 2007 - <http://bit.ly/1APQAZR> | 3. Verizon, Envision Charlotte and Verizon - <http://vz.to/1ztoQfJ> | 4. World Health Organisation - <http://bit.ly/1Jem9XC> | 5. Cisco, 2013 - <http://bit.ly/1euphGi> | 6. Texas Transportation Institute, 2012 - <http://bit.ly/1zb0Ls5> | 7. Streetline, Case Study, Ellicott City, Maryland, 2014 | 8. Navigant Research, 2012 - <http://bit.ly/1KJr3aj> | 9. Illuminating Concepts/Intellistreets case study

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