“Smarter” Home

for fun, lifestyle and sustainability

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Team Socialogix

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REHACK - eCommerce Hackathon for a Sustainable Future

http://rehack.io #ReHack

About Me

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Day job: Head of Data Science for a major Oil and Gas trading company
After-hours: Entrepreneur, Big Data & Machine Learning Evangelist, Speaker

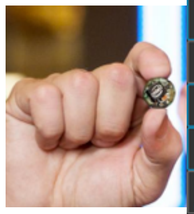
Spot the missing bit!

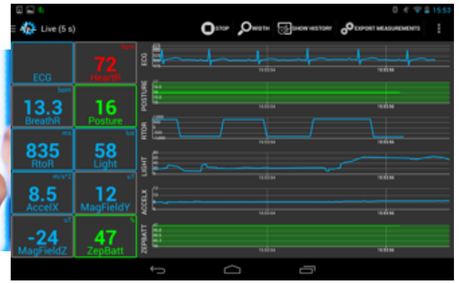
Hint: FMCG products only
(Fast-moving consumer goods)

“Smarter” Connected Home

- an IoT foundation for innovative customer engagement

Unilever





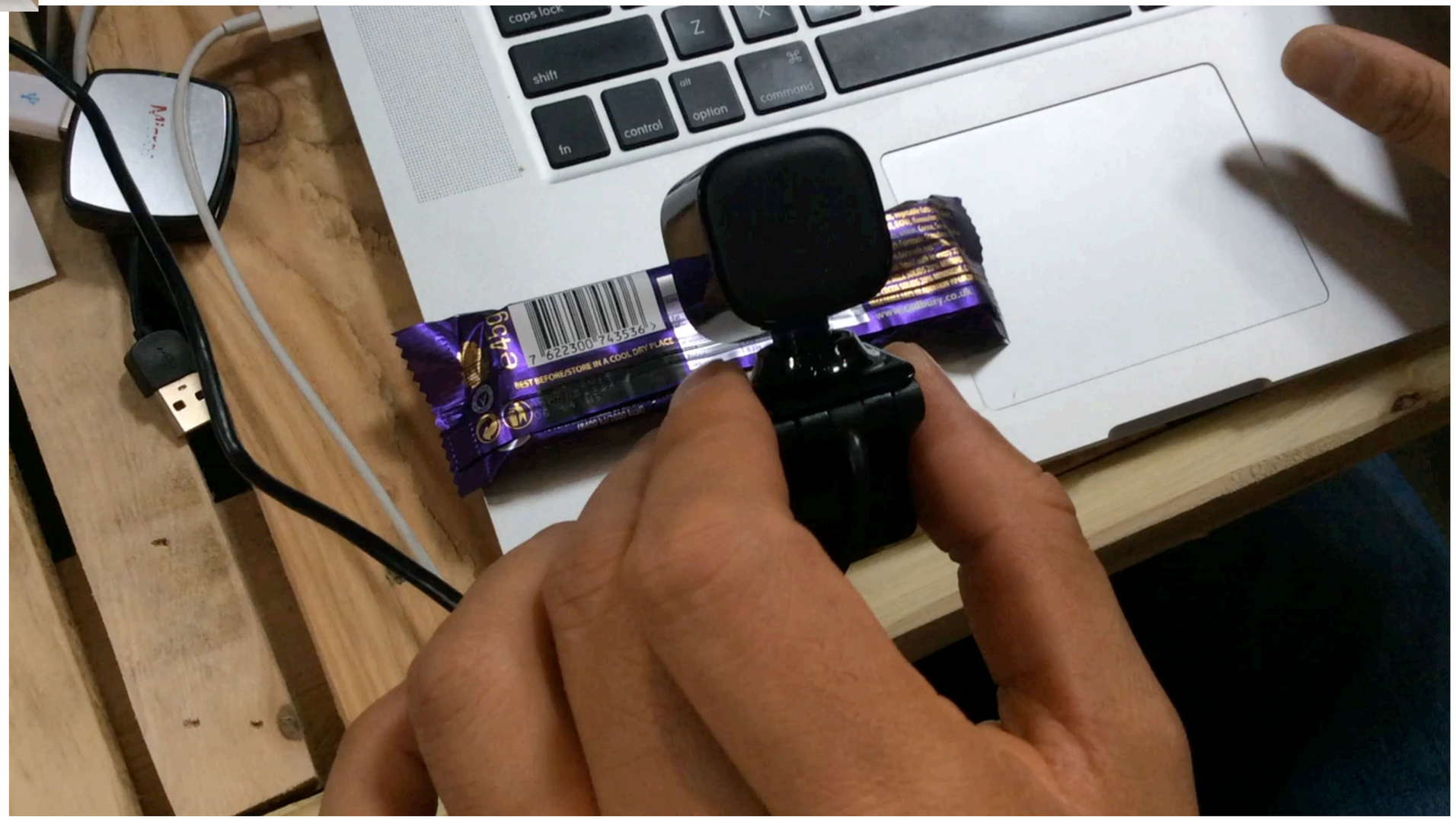
Transport for London

Google™

amazon®

Multi-sensors: temperature, humidity, light, noise, air quality
Mulit-wireless + I/O connections: bluetooth, wi-fi, USB webcam

Multi-function webcam:
Security camera + Barcode Scanner



Use Case #1 - Sustainable Packaging - leveraging consumption pattern

- Gamification of data collection / sharing
- Learning the consumption patterns
- Recommend greener products

- e.g. recommend bulk, green packaged products to reduce waste and environment impact

Use Case #2 - Intelligent Environmental Impact Advisor

- It's **midnight** - IoT clock
- It's **quiet** - noise sensor / PiR sensor
- It's **bright** - light sensor

- —> Someone forgot to turn off the lights!

Use Case #3 - Intelligent Environmental Impact Advisor

- It's **hot** - temperature sensor
- It's **dry** outside - humidity sensor
- It's your usual **weekend washing time** - movement sensor + machine learnt from history pattern

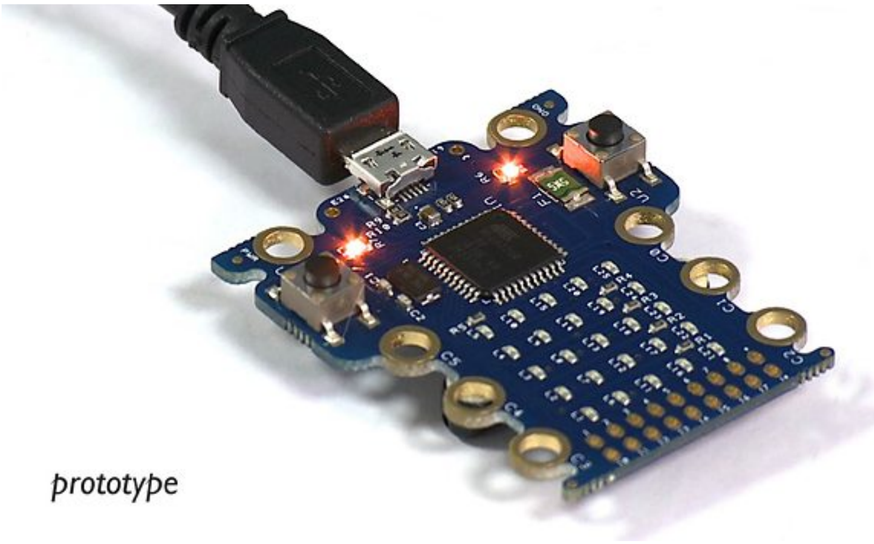
- —> A nudge to recommend not to use machine dry but the lovely sunshine outside

Use Case #4 - Mood detection background music player

- It's **raining** - humidity sensor + barometer sensor + internet weather report
- It's **boring** - noise sensor

- —> automatically select an Internet Radio channel to play inspiring music

BBC: The Micro-Bit



prototype

BBC is building **one million** micro computers for **UK**'s new digital generation…

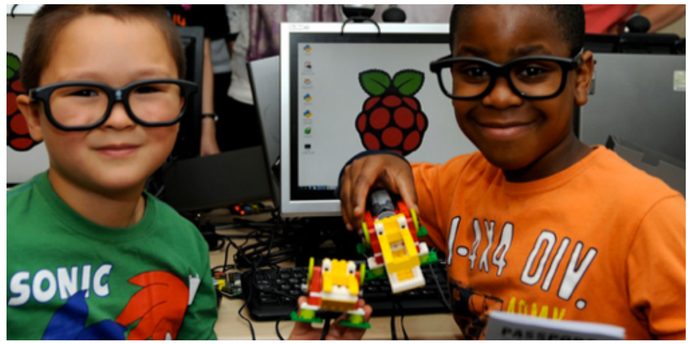
Unilever-1

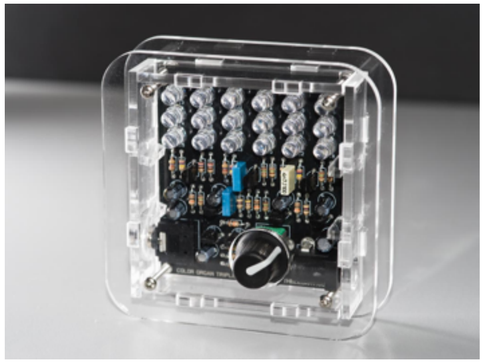
Unilever’s 1st IoT product for Smarter Home, Sustainable Home for the global market!

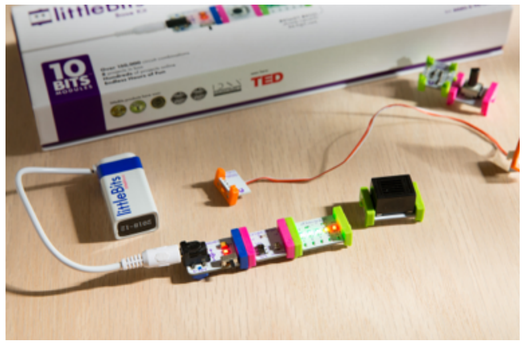
Designed by Socialogix

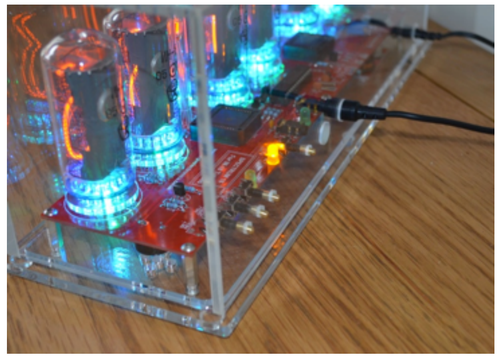
Open Source Software + Open Source Hardware

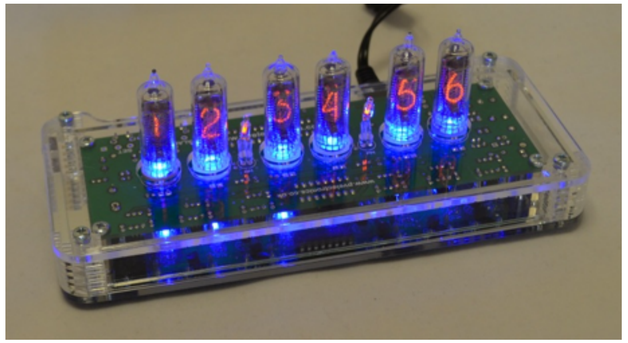
Modular: IoT “Lego” + Cloud and **low cost**
Social good for Developed Countries + Developing Countries
Gamilification for healthier lifestyle: sensors + wearables











Unilever-1

Unilever's 1st global IoT product for

a Smarter Home

a Sustainable Home

Data-driven **healthier lifestyle** via environmental and bio-sensors

Machine learning based shopping **behaviour change**

IoT - it's not being creepy, it's being **relevant** - for **fun**, for **profit** and for **sustainability** - more use cases: crowdsourcing air quality data, gamilify to be a **responsible citizen, …**