

## ShowCase

### *Vodafone creates V by Vodafone to enter the consumer market*

#### Products

V- Camera

V-Auto

V-Pets

V- Bags

#### Results

With V-Pets and V-Bags, animals and bags can be monitoring.

In the case of V-Camera, its main utility is home safety.

V-Auto allows drivers to make emergency calls, locate the car in case of not remembering its location among other functions.

#### Project Details

The entry of Vodafone into the consumer universe of the Internet of Things comes after the experience gained over the years in the enterprise world, where it has over 59 million connected objects and a platform for managing different solutions in multiple sectors with an approach linked to the centrality of data and the use of Big Data.

#### Introduction

Vodafone, one of the giants in the field of telecommunications, has entered in the Internet of Thing's consumer market with Vodafone V. Internet of Thing has completely changed the way of doing business of this company and It foresees that within a period of ten years, the use of IoT technology will bring about a radical change not only in business, but also in the way of life of people, in their homes and in their free time.

#### Challenges

The main objective of the group is to provide a global experience and leadership in the IoT so that people can fully experience the next phase of the digital revolution. Next phase of the digital revolution.

#### Solution

V by Vodafone facilitates the connections of a large number of products in order to strengthen the safety of people and the possessions of consumers.

The tools developed to meet its objectives have been four: V-Camera, V-Auto, V-Pets and V-Bags.

- V-Sim: it is the common element of the four tools that Vodafone has developed. It is a Sim card that will accompany each of the aforementioned products and that in the short term intends to sell individually. Thanks to V-Sim it is possible to manage all the IoT devices from a Smartphone, through a very simple and intuitive application. It is enough to scan the QR code, select the payment method and associate the V-Sim to a certain product so that it begins its operation.

The Vodafone coverage network will make it possible for Vodafone V to work, although in some cases the devices can

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also be connected through Wi-Fi. The tariff for the connection to the network of these devices will be unique, varying depending on the type of device to be connected, producing a single charge on the bill and without any extra payment being made.

- V-Auto: will include very useful functions that allow you to search the car if you have forgotten your position in a car park, for example, or geolocate and control the vehicle's position or know the level of driving safety, which will allow the driver improve your driving to make the journey safer. Other functions included will be mandatory in all cars in 2018, such as being able to make an SOS call in case of emergency or accident. Its installation and configuration is simple and can be done by the user of the vehicle in a few seconds.
- V-Pet: allows to know the position, movements and activity of a pet at home.
- V-Bag: it is useful to track suitcases, handbags or backpacks, thus reducing the risk of loss or theft. Alerts can be configured if a suitcase is in an unwanted location or destination.

## References

- <https://www.internet4things.it/iot-library/iot-vodafone-entra-nel-mercato-consumer-nasce-v-by-vodafone/>
- <https://shop.v.vodafone.com/IT/>