

# Sensorer idag och framöver

Peter Karlsson, Research and Standardisation

**Smarta lösningar med ny sensorteknik och bildanalys –  
seminarium med fokus på växtskydd, 2017-05-18**

Research and Incubation

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# RESEARCH & INCUBATION

Started 1st of June 2015 with ~100 dedicated individuals

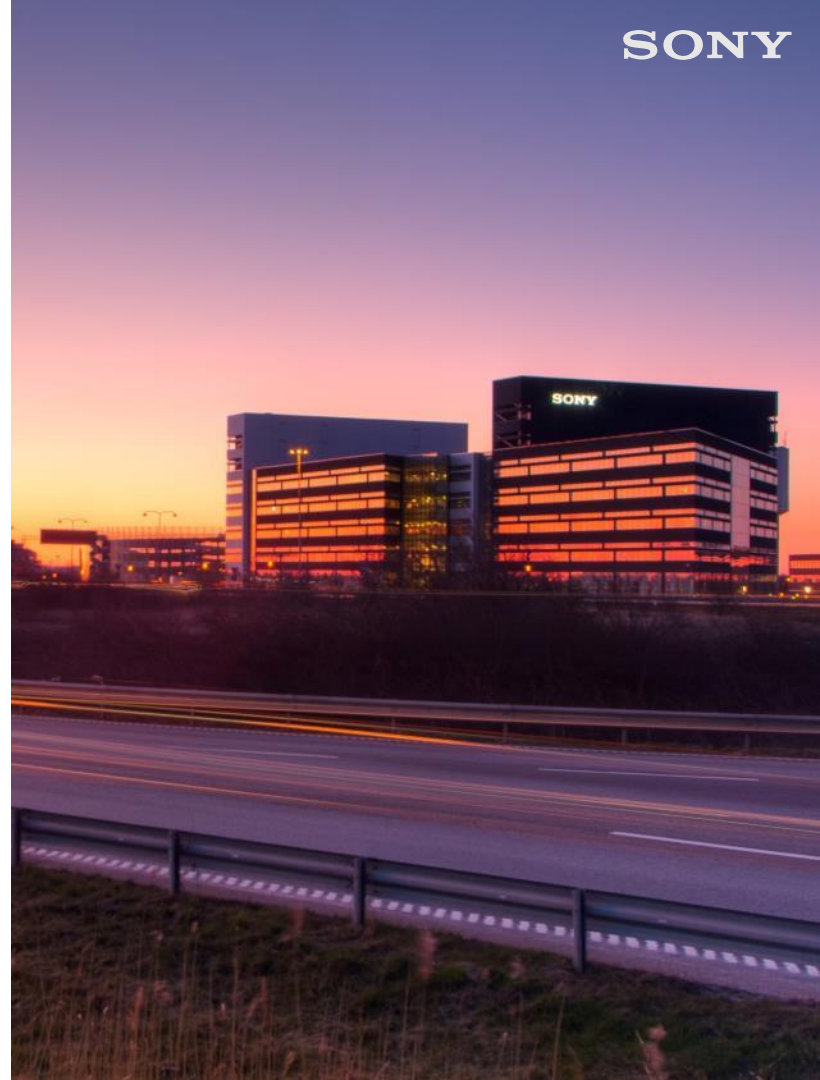
Mission: Establish a foundation for Sony's business beyond smartphones and wearables

- Leading Network and IoT research and driving contributions towards standardization
- Create and Incubate new technologies and businesses resulting in new products and services focusing on B2B and B2B2C.

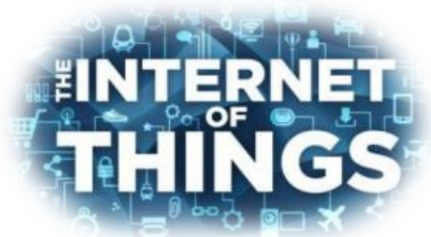


## Full backup from CEO level:

*"Sony intends to accelerate efforts to leverage its strengths in new business..."*



# FY17 – Research Focus Areas – High Level



New Business

5G

IoT  
architectures  
& security

Positioning &  
Sensing  
technologies

Data analytics &  
machine  
intelligence

Standardization, Academia and Industry Collaboration



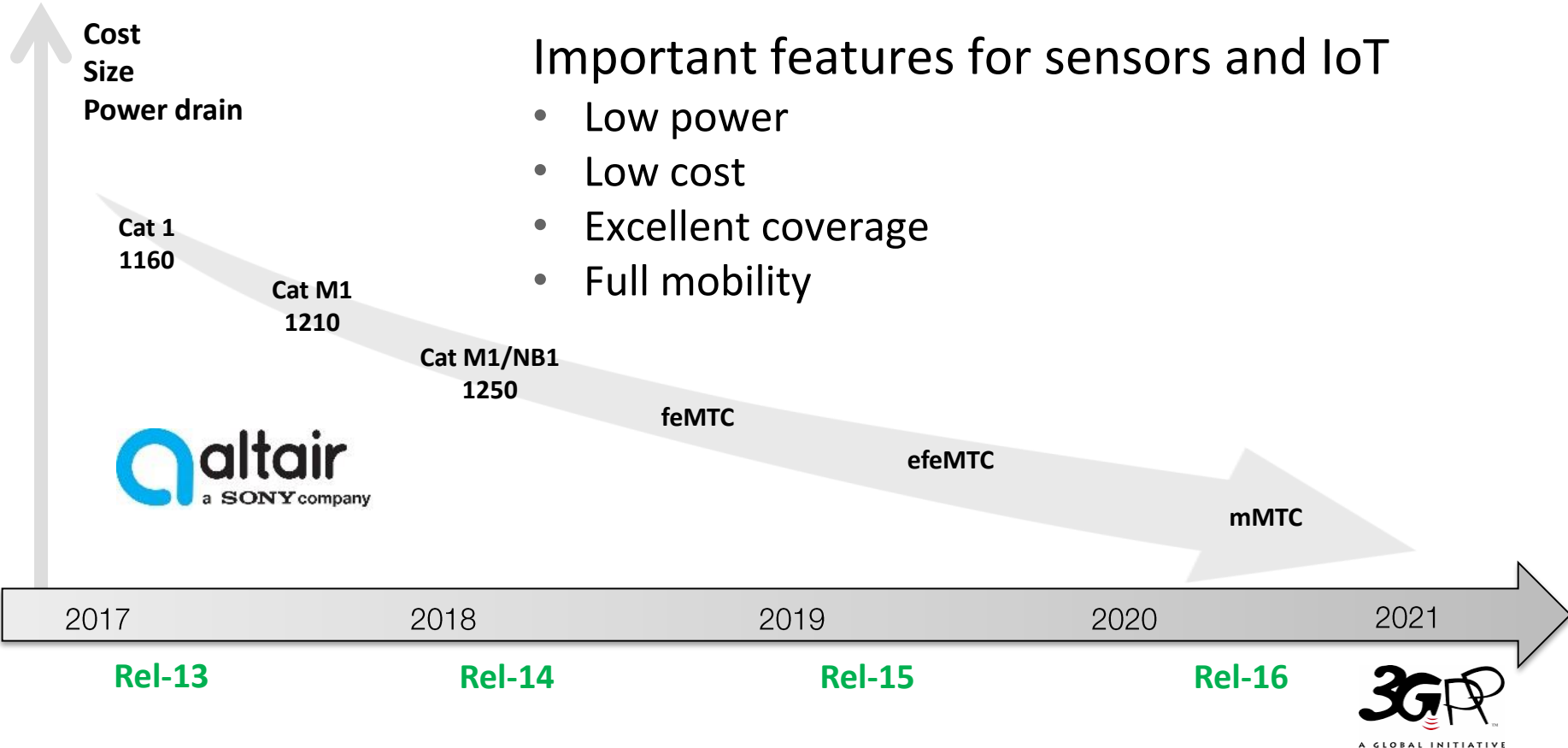
# Potential SLU Alnarp and Sony collaboration

Håkan Schroeder, Dean, Faculty of Landscape  
Planning, Horticulture and Crop Production Science

Peter Karlsson, Sony Mobile,  
Need of weed reduction

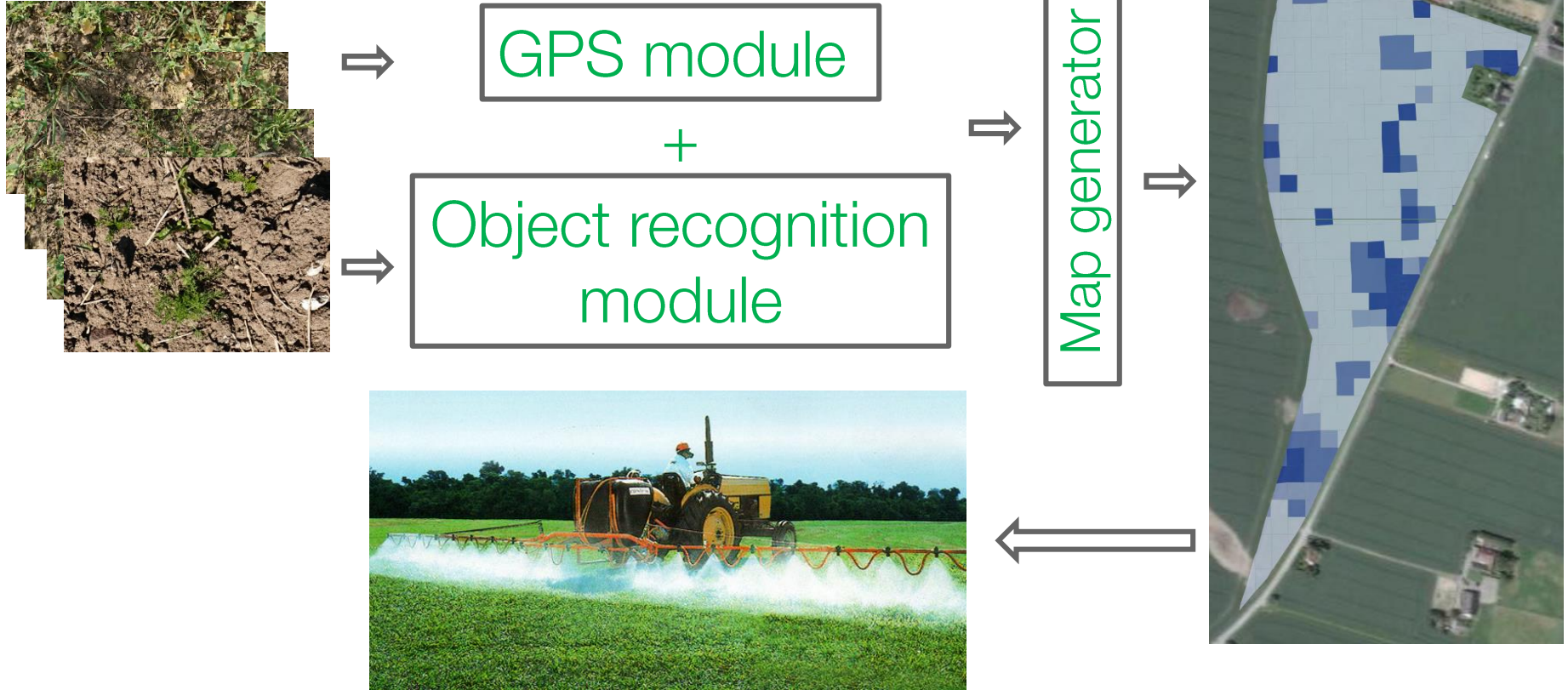


# IoT connectivity evolution towards 5G

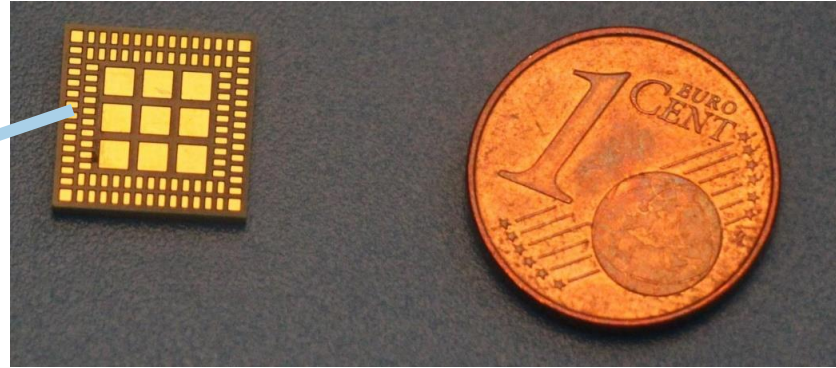




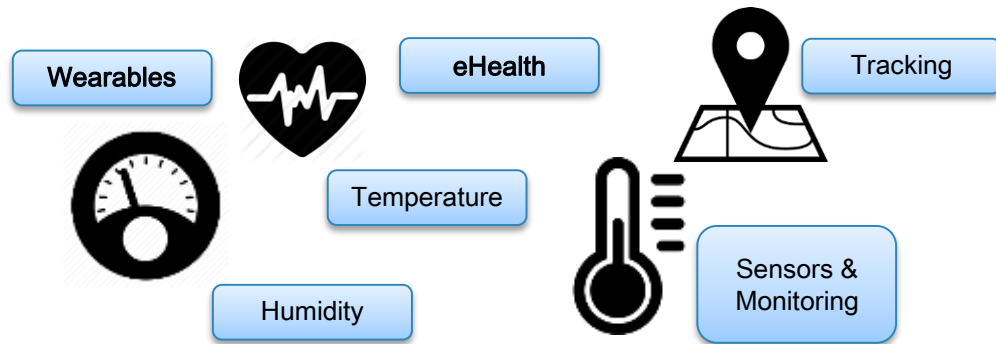
# Example 1: optimised weed reduction



# Example 2: sensors connected to mobile network



Agriculture applications based on low power connectivity evolution towards 5G



# Example 3: analysis of data from connected pigs

SONY



Ear tag with sensors and  
Bluetooth local connectivity





# Connected “smart” pigs

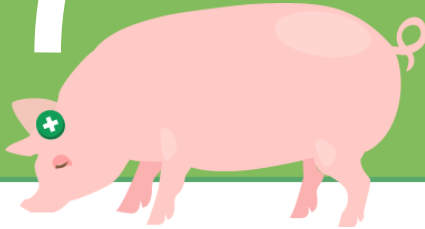


## Cloud service

Analyses individual and group data, identifies anomalies and fertility cycle indicators

## Observer

Collects data from Ear tags

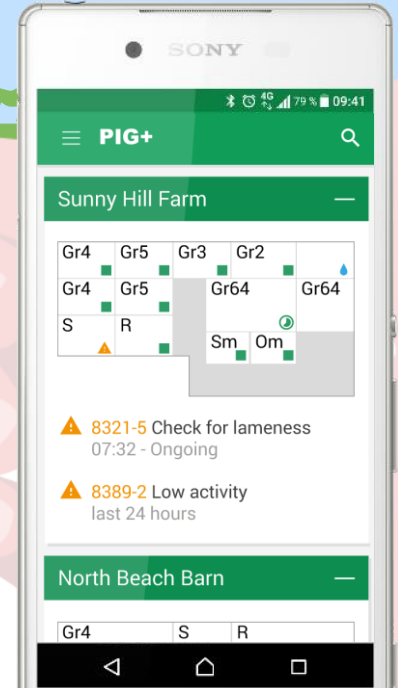


## Ear tag

Reports activity & temperature

## Monitor individuals & herds in multiple farm locations

Mobile and desktop app with farm overview, alerts and predictions help farmer monitor animal wellbeing, take correct decisions and plan production.



# Research Collaboration

Driving local, regional and global research & innovation



# SONY

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