**Why Open Source Software Will Drive IoT Innovation’**

Developers have proven to be a potent source of innovation. Winning the hearts and keyboards of developers will be how the IoT industry lives up to the hype. What is missing is how to win over the developer community.

You don’t have to look very far to see that open source and open standards are what encourages developer engagement. The success of the Internet is largely due to open source communities like Apache web server and Linux. Having a set of open source IoT building blocks will allow developers to focus on creating amazing new solutions.

This presentation will discuss how IoT vendors can include open and proprietary in their product strategies, not open vs proprietary. It will also show how winning the hearts and minds of developers is key to driving adoption of new technology.