

WE'RE DRIVING  
 THE NEXT PHASE OF THE INTERNET OF THINGS  
 NOW...



Ayla Agile Mobile  
 Application Platform

## Ayla Agile Mobile Application Platform

### Value Proposition

The Ayla Agile Mobile Application Platform (AMAP) jump-starts the development of iOS and Android apps for controlling Internet of Things (IoT) devices using the Ayla Cloud. AMAP enables manufacturers, and their application development partners, to quickly and easily provide their end users with a mobile application that is optimized for controlling their particular device(s) within a connected IoT environment.

AMAP provides the 85 percent of coding and development work common to any high-performing, reliable and secure IoT mobile app by abstracting the complexity of primary features that consumers expect when controlling a connected device, leaving manufacturers to only specify the “last mile” or 15 percent of functionality required to personalize and differentiate their products.

### Challenges in Creating Mobile Apps for Connected Products

There is no longer a doubt that the IoT will create disruptions in markets far and wide. The IT research firm Gartner predicts that there will be approximately 25 Billion connected endpoints or “things” in 2020, and in another report by the Acquity group, its estimated that over two-thirds of consumers plan on buying connected technology for their homes by 2019.

However, the actual creation of secure and scalable connected devices can be a daunting task for many companies. They may be experts in creating HVAC controls, lighting or home security systems, but creating a connected version of these products is often uncharted territory as this is the first time they have been faced with the complexities of connectivity and user interface design. Internet connectivity, security, data management and mobile application development are all critical elements with Internet enabled products and can represent the biggest challenge for the manufacturer. Developing the expertise to successfully design and create connected products in-house can take months if not years, which might result in missing the market opportunity. Typical application development offerings only provide software libraries that still require an enormous amount of custom development and are designed for a specific product.

### Benefits

- Pre-built code reduces time to market, saving 100's of thousands of dollars in development costs
- Supports popular communication protocols such as Wi-Fi, Zigbee and ZWave
- AMAP can be personalized for OEM/ODM and Carrier branding
- Leverage in-house developers or contract with an Ayla-certified mobile application development partner who is ready to assist you in application development and support using AMAP

### Mobile App

- Support for leading mobile beacon technologies including Apple® iBeacon™, Eddystone™ and other Bluetooth® Low Energy (BLE) solutions
- Apple Watch support enables end users to control their connected products from their watch
- iOS 7.1+ and Android 4.4+ support
- Multiple pre-built navigation styles and interfaces
- Fully customizable with support for customers' brand guidelines.
- Support secure commissioning of Wi-Fi and Zigbee devices
- Allows different connection methods required for different communication protocols
- LANConnect™ for low latency operation
- Support of secure login and user registration
- Schedule creation & management from app
- Full device control & status from app
- Event notification through SMS, Push and Email

## A Better Way

The Ayla Agile Mobile Application Platform, built upon Ayla's mobile software libraries, provides pre-made, pre-tested software code that supports the primary features that consumers expect from mobile app control of a connected device, such as sign-in, user registration, device setup and control, password recovery, Wi-Fi and Zigbee setup, schedule creation and management, setup for Apple HomeKit (iOS), support for push notification and timer setup. Ayla provides the AMAP code as workflows optimized for specific vertical markets, including HVAC (heating, ventilation and air conditioning), major home appliances or lighting.

AMAP is scalable to any type of connected device. It provides a framework on top of the application program interfaces (APIs) and mobile libraries that allow IoT devices to connect to the Ayla cloud and to integrate with iOS or Android code. All AMAP code development is done in native Objective C and Java languages, which ensures a high level of quality for manufacturers' mobile apps.

## Highly Customizable

The Agile Mobile Application Platform was designed and developed to give manufacturers and service providers a graphically rich and well-tested application. AMAP applications can be released to consumers in a short period of time at a much lower up front cost than a similarly designed and developed application built from scratch. AMAP is built to support many different types of connected devices, from lighting and power control to sensors and HVAC systems, AMAP can be adapted to work with our customers products with very minimal development effort. AMAP supports multiple layout and navigation options that are rapidly configurable to meet our customers' brand requirements; logos, color schemes and other front-end elements.

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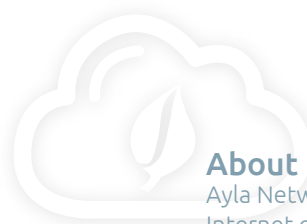
## Speed Up Time to Market for Manufacturers

As the demand for connected products continues to grow, nothing is more critical than getting these products to market in a timely manner and this is where AMAP can help. As a fully operational platform with pre-built code, AMAP provides much more than just software libraries and delivers the coding required when developing apps for connected products. AMAP enables OEM/ODM manufactures and service providers to deliver an increased user experience by allowing them to focus on the functionality and personalization to differentiate their product, saving 100's of thousands of dollars in development costs. The Agile Mobile Application Platform is the fastest go to market option for any IoT device manufacturer developing a mobile application for their IoT products, delivering a robust set of features that are tested and market ready.

## Ayla Networks

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### About Us

Ayla Networks is a leader in software and solutions that enable the Internet of Things. Based on the premise that any device should be accessible from any location, the company has developed an end-to-end platform that allows any device to be managed remotely. Headquartered in Sunnyvale, Calif., the company has partnered with major electronics manufacturers, leading venture capital firms and investors who share this vision.

*For more information, contact Ayla Networks at [www.aylanetworks.com](http://www.aylanetworks.com).*