March 1, 2015

Dear Senators Fischer, Ayotte, Booker, and Schatz:

I write on behalf of ACT | The App Association and the more than 5,000 mobile app and software companies we represent in support of the Developing Innovation and Growing the Internet of Things (DIGIT) Act. As the world has quickly embraced mobile technology, our member companies have been creating innovative solutions across modalities and segments of the economy, enabling the rise of the Internet of Things (IoT). We want to thank you for introducing this important piece of legislation and your continued efforts to seek input from stakeholders like ACT | The App Association. ACT | The App Association supports the DIGIT Act and encourages all members to vote for passage.

The widespread use of mobile devices has made consumers comfortable with fitness wearables, smart light bulbs, and connected refrigerators. All combined, the IoT is projected to be worth more than $947 billion by 2019.¹ The real power of the IoT comes from the actionable insights gathered by sensors embedded in every connected device and the use data collected by them; for example, in healthcare, sensors are poised to cut costs and help deliver personalized care that leads to better outcomes.² Utilizing an open and consultative process, the DIGIT Act would bring forward key recommendations to Congress on how to appropriately plan for and encourage the proliferation of the IoT in the United States.


The DIGIT Act is a crucial step towards ensuring that the United States leads the IoT revolution, and we look forward to working with you to advance this important legislation.

Sincerely,

Morgan Reed  
Executive Director  
ACT | The App Association