

March 1, 2015

The Honorable Deb Fischer  
United States Senate  
454 Russell Senate Office Building  
Washington, D.C. 20510

The Honorable Kelly Ayotte  
United States Senate  
144 Russell Senate Office Building  
Washington, D.C. 20510

The Honorable Cory Booker  
United States Senate  
359 Dirksen Senate Office Building  
Washington, D.C. 20510

The Honorable Brian Schatz  
United States Senate  
722 Hart Senate Office Building  
Washington, D.C. 20510

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.<sup>1</sup> 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.<sup>2</sup> 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.

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<sup>1</sup> "Internet of Things Market and M2M Communication by Technologies, Platforms and Services (RFID, Sensor Nodes, Gateways, Cloud Management, NFC, ZigBee, SCADA, Software Platform, System Integrators), by M2M Connections and by IoT Components - Global Forecasts to 2019," MarketsandMarkets (November 2014), available at [http://www.marketsandmarkets.com/Purchase/purchase\\_report1.asp?id=573](http://www.marketsandmarkets.com/Purchase/purchase_report1.asp?id=573).

<sup>2</sup> "Digital Health Solutions Expected to Save U.S. Healthcare System More Than \$100 Billion Over Next Four Years," Accenture (June 2015), available at <https://www.accenture.com/us-en/Pages/insight-patient-engagement-colossal-clash-disrupt-infographic.aspx>.

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 working with you to advance this important legislation.

Sincerely,

A handwritten signature in black ink on a light gray rectangular background. The signature reads "Morgan Reed" in a cursive script.

Morgan Reed  
Executive Director  
ACT | The App Association