



## Stanford eCorner

### Opportunities in Sensors and Smart Devices

Daniel Ek, *Spotify*

May 16, 2012

Video URL: <http://ecorner.stanford.edu/videos/2971/Opportunities-in-Sensors-and-Smart-Devices>

In conversation with KPCB venture capitalist Chi-Hua Chien, Spotify Co-Founder Daniel Ek offers his vision of the future, and shares some of technologies he sees as ripe for entrepreneurial opportunities in the coming years. Ek is particularly interested in the growing data that will be available as sensors become more common in smart products and devices.



#### Transcript

In 2000 you saw this world where all media was going to be streamed to every device, in 2005 you saw a world where identity was going to be through a portable system into all applications. In 2012, what's the world you see going forward that it can inspire this group of people to start interesting companies five years from now? Well, what I think is really interesting, so you talk about smartphones and we all say that's the massive platform et cetera, actually I don't think it's just about smartphone, I think it's about smart devices, and I think we're just kind of seeing the beginning for that, we're going to see televisions, we're going to see cars, we're going to see all these things kind of transform into intelligent devices. But as that happens, I think one of the more exciting things for me is what sensors we're going to get access to, and what other means we're going to be able to use to match that up both with what currently exists today. So I'll give you a great example, so there's a lot of companies doing, for instance, the company Jambox did this app thing, which is great, another Kleiner Perkins company, or Nike FuelBand, I think it's called. And people that measure heart rate and actually kind of send it, or in my case, I have a wireless Wi-Fi scale that I get on and it posts it to Twitter and so on. So there is all these sensors around us, and if you start thinking about that, and I'm just going to make one analogy to music, is if you're out running, imagine a future where you're out running and it knows your current heart rate, and it could alter the playlist based on what you're currently, the temper you're currently running to. This is one idea what you can do with a sensor. Imagine more and more of these sensors going to be available everywhere, so you can measure the temperature, you can measure what payment system are close by. There is all these sensors, and I really believe as we go to more and more intelligent devices, that's kind of a really, really huge area of disruption and really exciting companies.