

to others, and enjoy rich, dynamic gameplay.

Last quarter, there were 9.4 million players in the *Battlefield* franchise, our goal is to make sure each player is recommended and tailored the right content for them while balancing with the player's ability to discover the game design on their own. What we found is, players engage longer when they feel they have the autonomy to discover content at a rate that is comfortable; hence, no more data overload.

—Laura Teclemariam

Laura Teclemariam is a senior product manager for gaming and entertainment giant EA. Fascinated by tech since she was a kid, Teclemariam graduated with a degree in electrical engineering/computer science from the University of California, Irvine.

Why the Internet of Things is really the Internet of People

At Digital Fly, we are leveraging the power of the internet or as we like to call it, the "Internet of People." Everyone is focused on end-to-end but the bigger tech focus is on people themselves.

Up until now, the focus has been on the Internet of Things. This is the trend of automating our lives—from smart lights that turn on and adjust when we enter our homes to automobiles that are integrated with our smartphones.

However, the trend really isn't about things. It's about people.

The person actually becomes the gateway because of his or her hyperconnectivity, which allows us to get a greater awareness of what people are doing day to day.

The Internet of People has emerged with the use of sensors. They are everywhere. They are in devices that measure our heart rate, body temperature, and how many steps we walk in a day.

Sensors in smartphones are also what makes geolocation services and apps work. Our product, Digital Fly, uses geolocation to make the world safer.

Digital Fly is used in more than 70 communities globally as an early-warning system to improve school safety and has a proven record of identifying and preventing threats. It is used in schools and neighborhoods to identify and prevent bullying, suicide, self-harm, gun violence, and other potential dangers.

When someone goes out and commits a crime or sadly, suicide, they often post their intentions via social media before committing the act. With Digital Fly, we look at everything based on a geographical area. We start as a pinpoint where the school is and then we draw a 10-mile radius, capturing the social media accounts on Twitter, Instagram, Facebook, etc. and filter by keywords and sentiment. We report this analyzed data back to the schools.

With our IT and back-end engine, we can analyze multiple posts. For instance, we can find out if someone posts about a fight that is about to go down. One customer is a Jewish school in South Africa that monitors for anti-Semitic remarks. We are looking at public data at everything that is happening in the community.

Currently, we are working with former New York State Sen. Michael Balboni on an initiative to use Digital Fly for real-time campaign polling analysis. Traditional polling methods are down and the new polling platform is social media. Digital Fly is poised to deliver a community's sentiment about a particular candidate.

And we can do this all based on the intelligence behind Digital Fly's platform and the power of geolocation. The Internet of People is here.

—Derek Peterson as told to Samara Lynn

Derek Peterson is the founder and CEO of Digital Fly. He also recently served as vice president at IPS, a leading software and hardware product development company, while simultaneously founding Digital Fly. Prior to IPS, he founded Computers by Design. Prior to that, he was senior director of engineering at Symbol Technologies, where he created and implemented the Symbol (Motorola) Software Test & Validation department and procedures. ▶

