

# Harnessing the Internet of Things with JSON-LD



Franz's CEO, Jans Aasman's recent IoT Evolution Article:

Conceptually, the promise of the Internet of Things is almost halcyon. Its billions of sensors are all connected, continuously transmitting data to support tailored, cost-saving measures maximizing revenues in applications as diverse as smart cities, smart price tags, and predictive maintenance in the Industrial Internet.

Practically, the data management necessities of capitalizing on this promise by the outset of the next decade are daunting. The vast majority of these datasets are unstructured or semi-structured. The data modeling challenges of rectifying their schema for integration are considerable. The low latency action required to benefit from their data implies machine intelligence largely elusive to today's organizations.

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The self-describing, linked data approach upon which JSON-LD is founded excels at the low latent action resulting from machine to machine communication in the IoT. The nucleus of the linked data methodology—semantic statements and their unique Uniform Resource Identifiers (URIs)—are read and understood by machines. This characteristic aids many of the IoT use cases requiring machine intelligence; by transmitting

IoT data via the JSON-LD format organizations can maximize this boon. Smart cities provide particularly compelling examples of the machine intelligence fortified by this expression of semantic technology.

**Read the full article at [IoT Evolution](#)**