

ICAMR: Capturing the Sensor Economy for Florida

WHY ICAMR?

A technology-based economic rebirth for the State of Florida. Florida can benefit from a significant portion of the emerging \$32.5 trillion-a-year global GDP impact associated with the sensor-driven economy.

BACKGROUND

Economists refer to three major periods of global economic transformation since the 18th century – the first being the convergence of steam, electricity, internal combustion and radio and the second being dominated by the evolution of the transistor, the computer, and the internet. The third transformation will be economically dominated by the convergence of computing, communications, sensing and the associated data analytics. Florida could capture this market.

ECONOMIC IMPACT

Florida has been faced with the challenge of diversifying its economy for years. Various organizations (including Enterprise Florida, the Florida Department of Economic Opportunity, and the Florida Chamber of Commerce) and respected economists believe Florida must continue to focus on creating high-skill, high-wage jobs, diversifying our economy and fostering innovation. The challenge has been in making strategic investments that deliver on this need. Cisco predicts the global GDP impact driven by this sensor era will reach **\$19 trillion by 2020** while GE predicts it will grow to **\$32.5 trillion by 2025** (for comparison the total – from all sources – U.S. GDP was \$17.4 trillion in 2014.)

WHAT IS ICAMR?

An international industry-led consortium that will attract and retain the high-tech companies that will capitalize on the next generation of sensors and associated microelectronics. It consists of companies and universities that are passionate about the technology as well as physical facilities to enable necessary and costly research and development – a state-of-the-art national fabrication facility and design center.

WHERE IS ICAMR?

At the heart of a 350-acre emerging high-tech campus in Osceola County, minutes from Orlando International Airport.

WHO IS INVOLVED IN ICAMR?

Osceola County, UCF, USF, UF, FIU, and The Florida High Tech Corridor. From industry: Tupperware, Lockheed Martin, Photon-X, Harris Corp and Ideas Integration.

Membership is open to all interested companies and research institutions.

GDP IMPACT
Aerospace Defense Homeland Security 24%
eMedicine Health Wellness 20%
Clean Environment 15%
Entertainment 15%
Convenience Living 10%
Agriculture 10%
Other 6%

Photo courtesy of NASA

WHAT DOES THE VALUE CHAIN LOOK LIKE?

The typical smart phone contains about 24 sensors. Sensors represent approximately \$100 (20 percent) of the cost of the phone. Nearly 2.6 million people are earning a substantial portion of their income developing applications that rely on those sensors. With ICAMR, Florida can capture tens of thousands of jobs. The global impact will be much larger.

WHAT DOES ICAMR NEED FROM THE STATE OF FLORIDA?

At a minimum, economic support to ensure that we stay ahead of industry demand and secure and retain a leadership role. Depending on the level of financial commitment, Florida can benefit from one or all of the sector markets shown at left.

WHY THE URGENCY TO INVEST?

The opportunities associated with this economic shift will allow some region of the globe to dominate the near- and long-term future of this industry. Visionary leadership has positioned Florida to be that leader – if we act *now*.

HOW CAN YOU HELP?

- Support ICAMR's funding request
Become more aware of the sensor-driven economic transformation and enlighten others about the opportunity
- Encourage the businesses you interact with to engage in strategic discussions regarding the impact of the next era
- Promote STEM and data analytics as career considerations for the next generation
- Help us ensure that as ICAMR selects sectors to specialize in that those selections align with your growth plans for the region.

Do we want to be the Sensor Peninsula — what Silicon Valley was to the last economic era — or do we want to be a small speck in a \$32.5 trillion global sensor economy?



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