

## Unified Inbox: The Internet of Communications and Artificial Intelligence

# How people and machines will communicate in the future

German entrepreneur Toby Ruckert is an inventor, artist and startup mentor. As the founder and CEO of Unified Inbox, he is creating unified platforms for intelligent communications between people and machines.

How will people and machines communicate in the future? People, and companies, are suffering from an explosion of mobile apps, communications channels and just plain information overload. “Our vision is to manage and simplify messaging between people and machines beyond what manufacturers are doing today with their proprietary apps, and without the need for an additional app,” explained Toby Ruckert, CEO of Unified Inbox. Ruckert originally studied classical piano, but started to show an interest in communications and IT while he was still in school. As a boy, he bought his first modem and connected students at school through an early social network. He founded his first online shop in 1999. “By 2010, all online stores were facing a real challenge with customer service. There were more and more forms of communications,” reported Ruckert. “It used to be just phone and email, but multiple social networks and messaging apps had been added. This resulted in my idea for a Unified Inbox.” Since then, his startup has applied for more than ten patents and launched the UnificationEngine™ platform, an Internet of Communications for the Internet of Things. The “UIB” protocol developed from this, serves as a universal communications adapter.

### The Mega Trends of Internet of Things (“IoT”) and Artificial Intelligence (“AI”)

“IoT and AI are the mega trends for the next few years,” explained Ruckert. “AI needs the easiest possible access to information and data, contacts and devices. This is the only way it can learn and evolve. And this is made possible through IoT. On the other hand, the number of data sources is so large that it is very difficult to manage.” AI is able to understand what the end user wants and machines need. As a result, they both complement and enrich each other, very much like how the internet enabled ecommerce between 1995 and 2005 and smartphones

led to the rapid development of social media between 2005 and 2015. The combination of IoT and AI can take a look in the fridge or turn on the heat. Unified Inbox provides both the intelligence technology and the messaging. “Our solution does not need an app and can be used universally, irrespective of the platform,” said the inventor. “The platform can either be installed at the user’s home using a hub, or run on a cloud via an external service provider the user trusts, such as a telecommunications or internet service provider.” Customers using the centralised API (application programming interface) of the UnificationEngine platform with over 20 communications channels include international device manufacturers who need the technology for smart home applications, wearables manu-

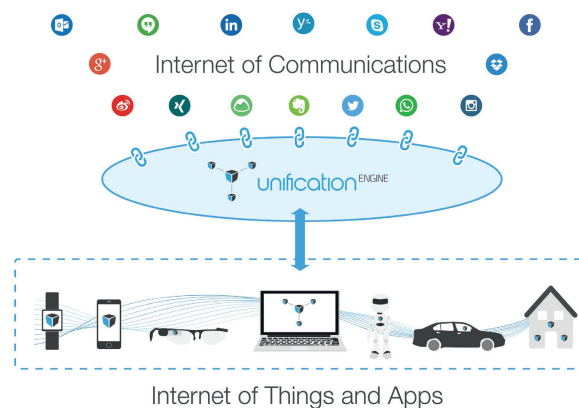


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facturers such as Oviphone in China and providers for smart city solutions such as REDtone IOT in Asia and customers in so-called Industrial IoT (IIoT), like Buddy in the US. “We have found countless applications for our technology, like posting on social media in connected cars, where the UnificationEngine is the heart of a special communications centre to prevent the fatalities and injuries caused by distracted driving,” stated Ruckert. “One very valuable use case is in the area of mission critical emergency communications and broadcasts,” explained the entrepreneur. “We are working with SAP’s HANA technology on SHOUT, our solution which enables governments, cities and municipalities to warn their citizens about dangers without having to install a special app,” added the CEO.

#### Brief profile: Unified Inbox Pte. Ltd. (SG), Unified Inbox GmbH (DE)

Industry:	Internet of Things/Artificial Intelligence/Analytics
Company head office:	Singapore/Stuttgart
Employees:	30
Turnover 2015:	not specified
Investors:	not specified
Internet:	www.unifiedinbox.com/www.unificationengine.com



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### Role Model Gottlieb Daimler

Ruckert went to school in Schorndorf, the birthplace of Gottlieb Daimler. The inventor's lifework has always made an impression on him. Daimler's aim was to build an engine that worked on land, water and in the air, which is what the three-pronged Mercedes star signifies. "With Unification-Engine, I want to build an engine that works with all forms of communications, and with all people and machines," explained Ruckert. The head office of his global company Unified Inbox, whose business model is licensing technology to international device manufacturers, is in the Asian technology hub of Singapore. "There are lots of Smart City initiatives here. Smart bus stops are being created that can chat with people and help them to find the nearest supermarket by adding a number to their smartphone's contact list," reported the CEO. The



Toby Ruckert, Unified Inbox

company also has an office in Stuttgart. "I hold Swabian engines in very high regard, which is why the platform's engine and heart of the technology, the architecture, is being built here in Stuttgart," revealed the entrepreneur. "The software is being produced in India and other countries."

### Outlook

The six-year old company cannot complain about a lack of interest from potential customers. "Half of the major manufacturers for smart devices are currently involved with us in proof of concept projects," disclosed Ruckert. "Over the years, we've been able to acquire a global group of private investors, which is why we haven't yet had to take on any outside investment." Unified Inbox is now holding its first major financing round open to outside investors. "Funding in the ballpark of eight figures is already well underway," revealed the CEO.

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