

Background Information:



SiliconMile, a Machine Cloud, presents a revolutionary approach to real-time computing for the industrial internet of things.

Of critical importance to the IOT, it delivers closed loop processing performance at city scale because it is connected by the world's first rate monotonic, machine content delivery network (CDN).

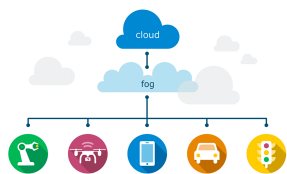
SiliconMile, installed at the network edge, provides a secure and fully partitioned environment for machine applications to compute, execute, learn and thrive at the edge.

(Note: Please focus on the content and background image for context, styling. The font, treatment and logo design are to be accomplished within this project)

- **Market:** Industrial Internet of Things
- **Market Pain to solve:**
 - IOT infrastructure with high latency, only unidirectional, has poor security and inability to support computing at the network edge
- **Our solution:** We bring the data center to the network edge with the following capabilities:
 - Real-Time Content Delivery Network (CDN)
 - Integrated IOT Platform Services
 - Public and Private Deployments
 - Highly Distributed to Edge
 - Industrial High Assurance
 - Open and Accessible via APIs
 - Delivered as Infrastructure as a Service (IaaS)
 - The place for machine apps live, learn, compute and thrive
- **Information on Fog computing:** www.openfogconsortium.org

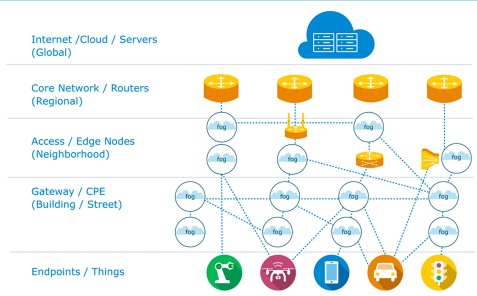
Fog bridges the cloud-to-things continuum

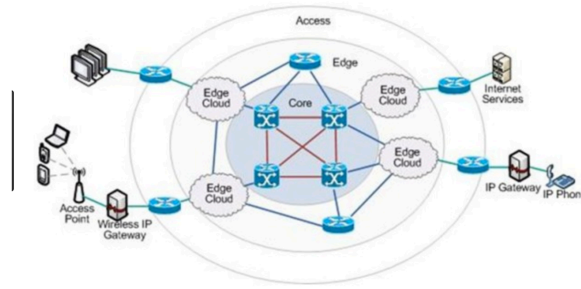
Fog is a system-level horizontal architecture that distributes computing, storage, and networking closer to users, and anywhere along the cloud-to-things continuum.



- Fog computing has 3 essential attributes:
1. **Horizontal Architecture:** Supports multiple industries application domains, while delivering intelligence and services to users and business.
 2. **Cloud-to-things Continuum:** Fog enables services to be distributed closer to things, and anywhere along the continuum between cloud and things.
 3. **System-level:** Fog computes as a system-level. It extends from the things, over the network edges, through the cloud, and across multiple protocol layers.

How does this all work?



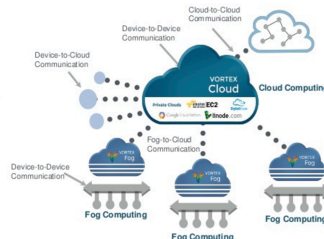


Cloud, Fog and Edge Computing

- ▶ VORTEX natively supports both the Cloud and Fog Computing

"IoT at the edge. By 2018, 40% of IoT-created data will be stored, processed, analyzed, and acted upon close to the edge of the network." – Dec 3 2014

IDC
Analyze the Future



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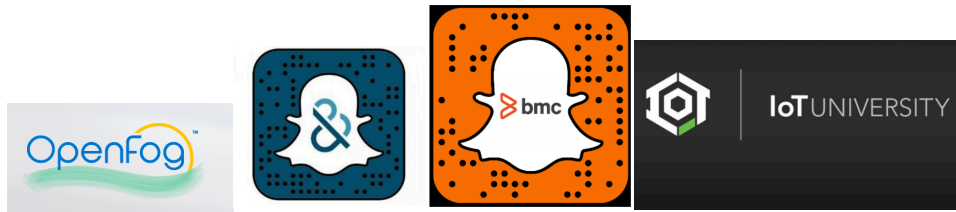
Design Requirements:

- Design a versatile logo for the company that can be used online (social and website), on business cards, letterhead and other print mediums.
- Final graphic images must be delivered in SVG format; In color, black and white and grayscale.
- Provide font type recommendation along with initial logo designs
- Styling:
 - We prefer a flat design as opposed to 3 dimensional
 - 2-3 colors
 - Simple, clean yet sophisticated
 - Final product must be able to stand alone and appear with Company name
 - Company Name will be Silicon Mile expressed as two words
 - Company name as logo to be expressed as one word

Concepts & Keywords to drive design:

- *Concepts:*
 - Secure, real-time communication
 - We are bringing the data center to the network edge
 - Software defined networks
 - The place where Machine apps live and thrive
- Compute at the network edge (sub-second; split second; on-demand timeframes);
- *Keywords:*
 - Secure; Powerful;
 - Infrastructure as a Service (IaaS);
 - Dynamic Scalability;
 - low latency;

Design inspiration examples:



Payment: The person (s) responsible for the winning design will be awarded \$200 USD