Innovations in Internet of Things: Challenges and Opportunities

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Abstract: *This study delves into the latest advancements in the Internet of Things (IoT) and their application across diverse sectors such as healthcare, agriculture, and urban development. It critically examines the primary challenges confronting IoT deployments, including security vulnerabilities, interoperability issues, and regulatory complexities. Moreover, the paper forecasts future trends and opportunities within the IoT landscape, highlighting emerging technologies and innovative business models poised to drive further growth and development. The study also explores the societal impact of IoT innovations and the role of media in shaping public perception and awareness.*

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