LiTell
Robust indoor localization using unmodified light fixtures

Greg Keenan
WARF Accelerator Manager
Investing in research, making a difference.
IPS VLC: wayfinding using visual light
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Top five IPS venue deployments

- Airport: 38%
- Hotel resort: 28%
- Hospital/health center: 24%
- Office/business venue: 24%
- Shopping center/mall/department store: 24%

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IPS VLC: wayfinding using visual light

$5.6B in 2017, $>30B by 2023
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PHILIPS
TARGET
YellowDot
Carrefour
current powered by GE
Microsoft

Investing in research, making a difference.
Problem

SMB
250 employees

= 324 LEDs
Per building

= $$$
Problem

SMB
250 employees = 324 LEDs Per building = $$$

LEDs

Fluorescents

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Existing

LEDs

Fluorescents
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Patented

Issued: US 9,712,234 & 10,251,027
Pending: US 2017/0346558 A1
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Patented, funded ~$100K app development, field tested

Office Building 1
588 FLs

Office Building 2
190 LEDs & 129 FLs

Parking Lot
232 FLs

Shopping Mall
330 FLs
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The opportunity

Seeking a commercial partner to further refine and launch the LiTell mobile app in an effort to become the market leader for indoor localization and wayfinding.

Additional WARF funding benchmarked for commercialization.

Ideal opportunity for a venture group or an experienced entrepreneur looking for their next start-up opportunity.
Contact Information

Greg Keenan
WARF Accelerator Manager
Wisconsin Alumni Research Foundation
608.960.9849
gkeenan@warf.org

Tech Connect Booth #223
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