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

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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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Basic Technology Research

Research to Prove Feasibility

Technology Demonstration (Lab Scale)

Technology Development & Prototypes

Pilot Test & Scale-up

Market Launch & Commercialize

TRL 1  TRL 2  TRL 3  TRL 4  TRL 5  TRL 6  TRL 7  TRL 8  TRL 9
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

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