LiTell

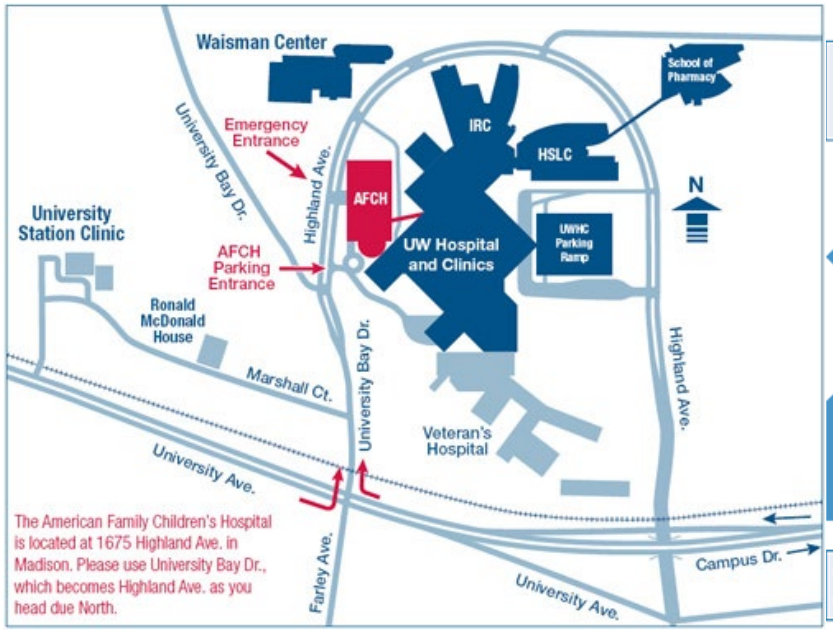
Robust indoor localization using unmodified light fixtures

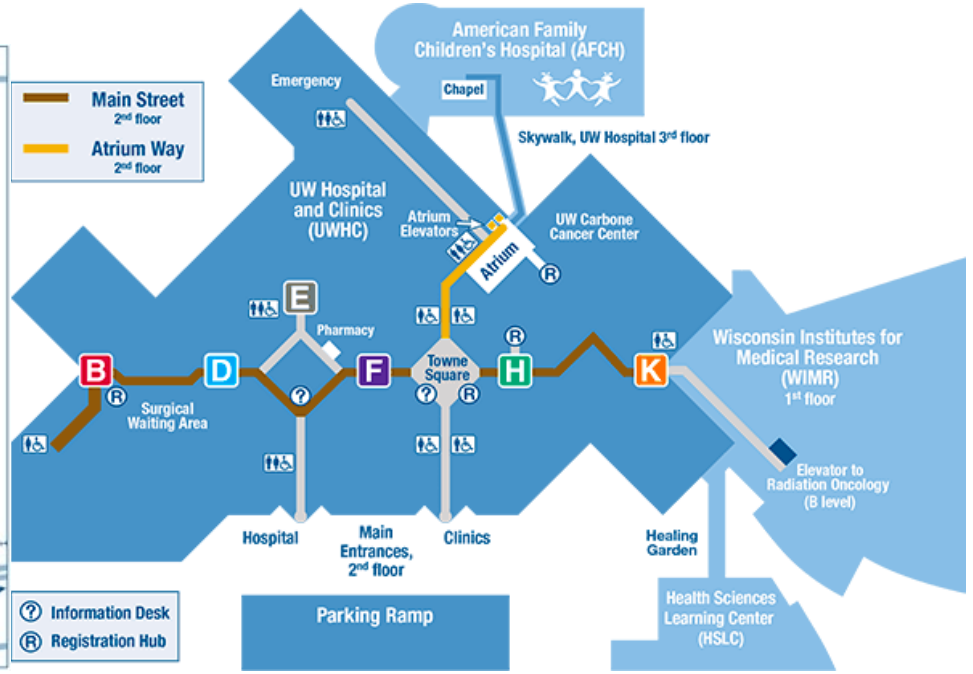
Greg Keenan

WARF Accelerator Manager

WARF

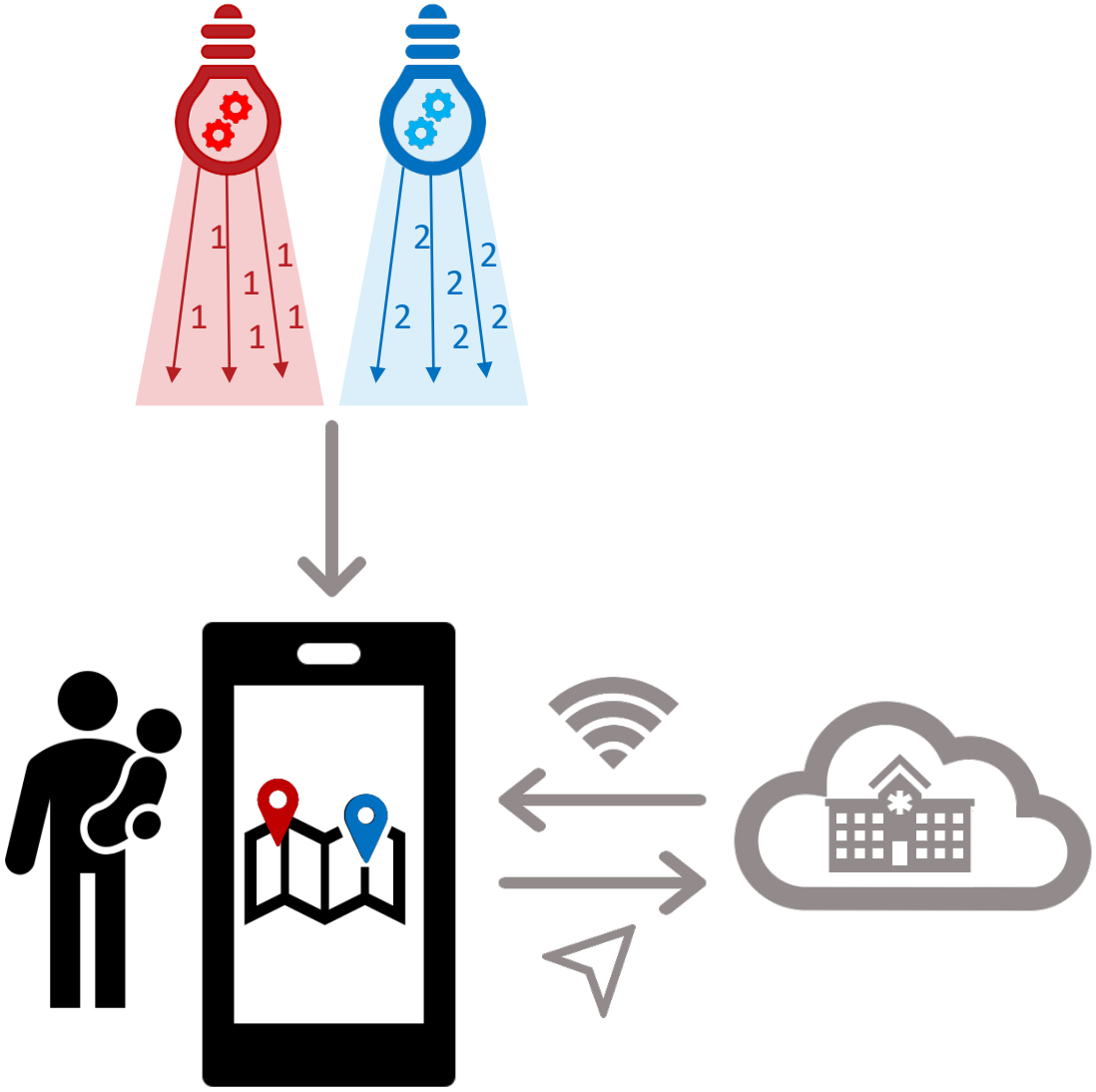
Wisconsin Alumni Research Foundation


Waisman Center
School of Pharmacy
IRC
HSLC
Emergency Entrance
University Bay Dr.
Highland Ave.
AFCH
UW Hospital and Clinics
UWHC Parking Ramp
N
University Station Clinic
AFCH Parking Entrance
Ronald McDonald House
Marshall Ct.
University Bay Dr.
Veteran's Hospital
Highland Ave.
University Ave.
Campus Dr.
Farley Ave.
University Ave.
The American Family Children's Hospital is located at 1675 Highland Ave. in Madison. Please use University Bay Dr., which becomes Highland Ave. as you head due North.

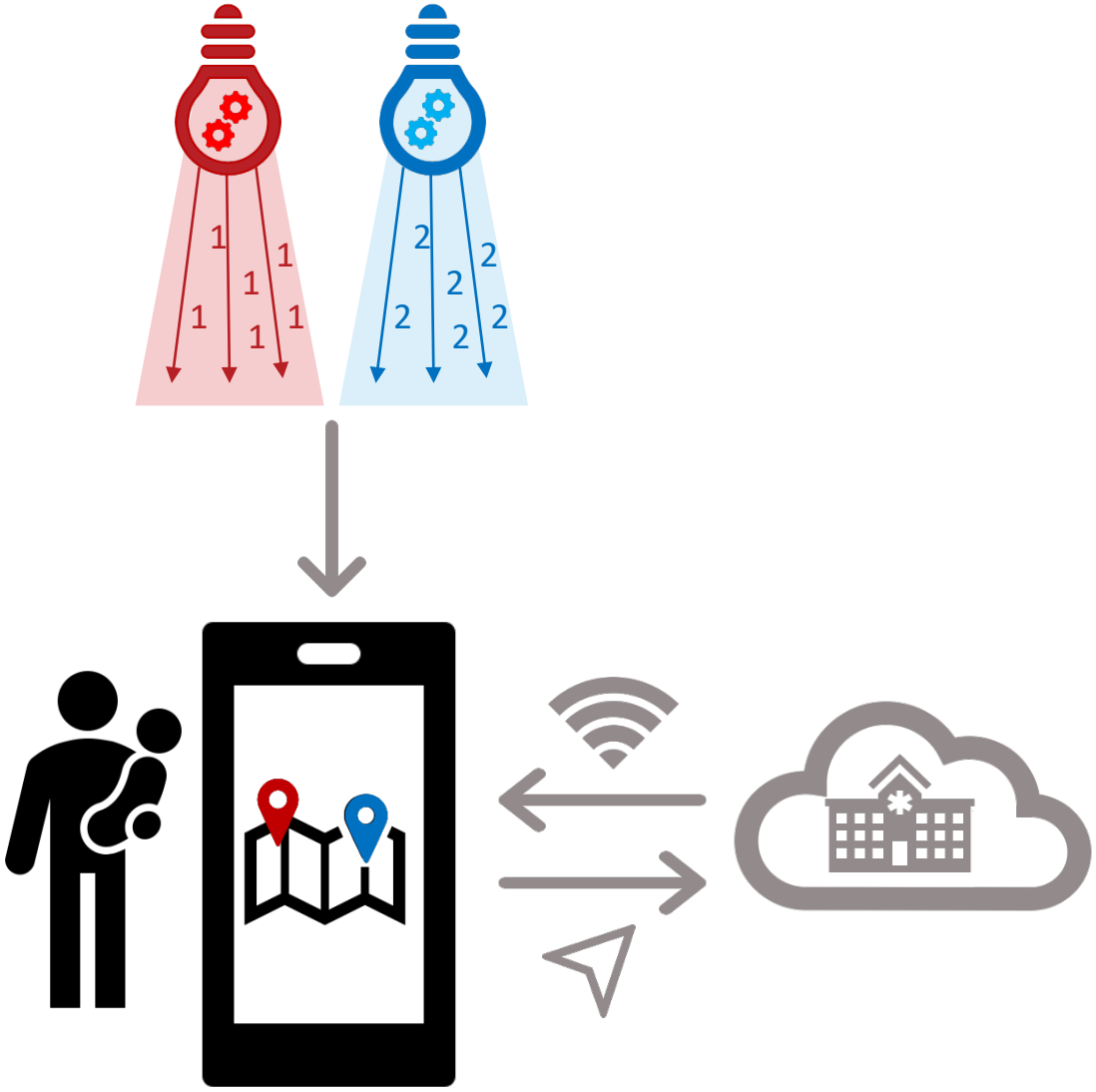

Main Street
2nd floor
Atrium Way
2nd floor
American Family Children's Hospital (AFCH)
Emergency
Chapel
Skywalk, UW Hospital 3rd floor
UW Hospital and Clinics (UWHC)
Atrium Elevators
Atrium
UW Carbone Cancer Center
E
Pharmacy
B
D
F
Towne Square
H
K
Surgical Waiting Area
Wisconsin Institutes for Medical Research (WIMR)
1st floor
Elevator to Radiation Oncology (B level)
Hospital
Main Entrances, 2nd floor
Clinics
Healing Garden
Health Sciences Learning Center (HSLC)
Information Desk
Registration Hub
Parking Ramp

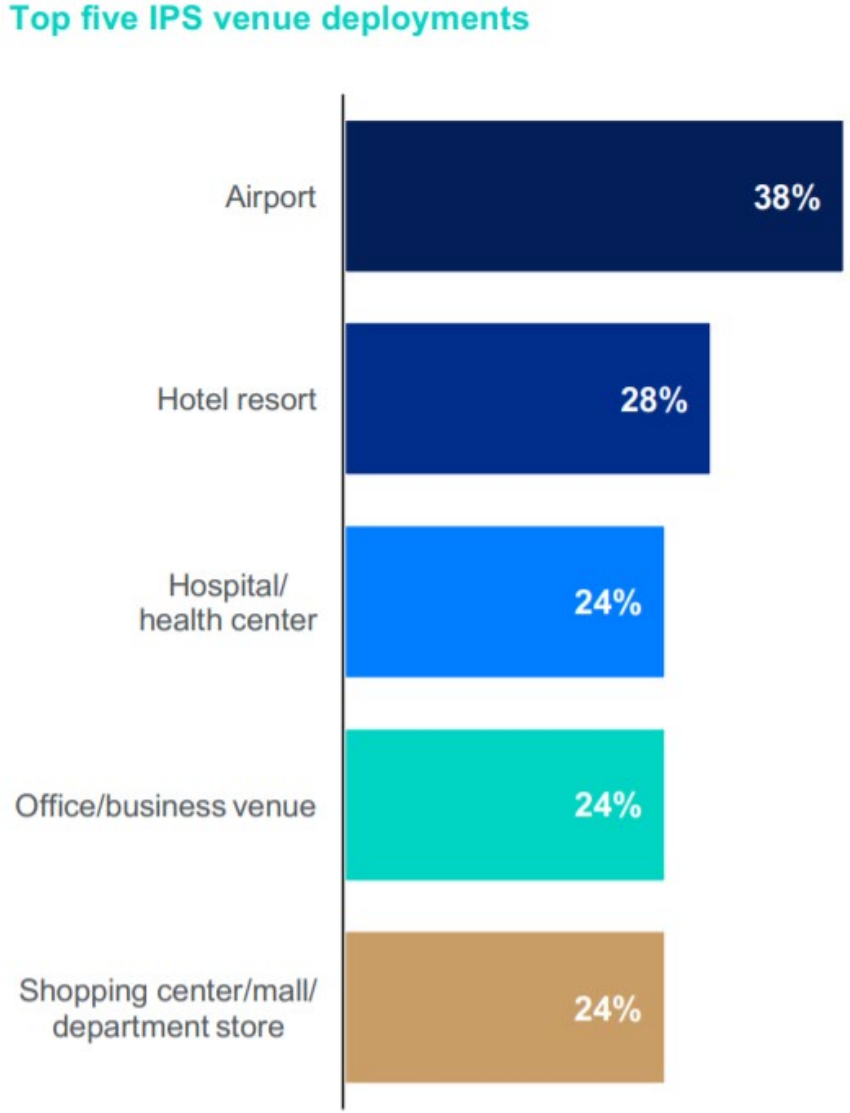

LUNCH DATE

IPS VLC : wayfinding using visual light

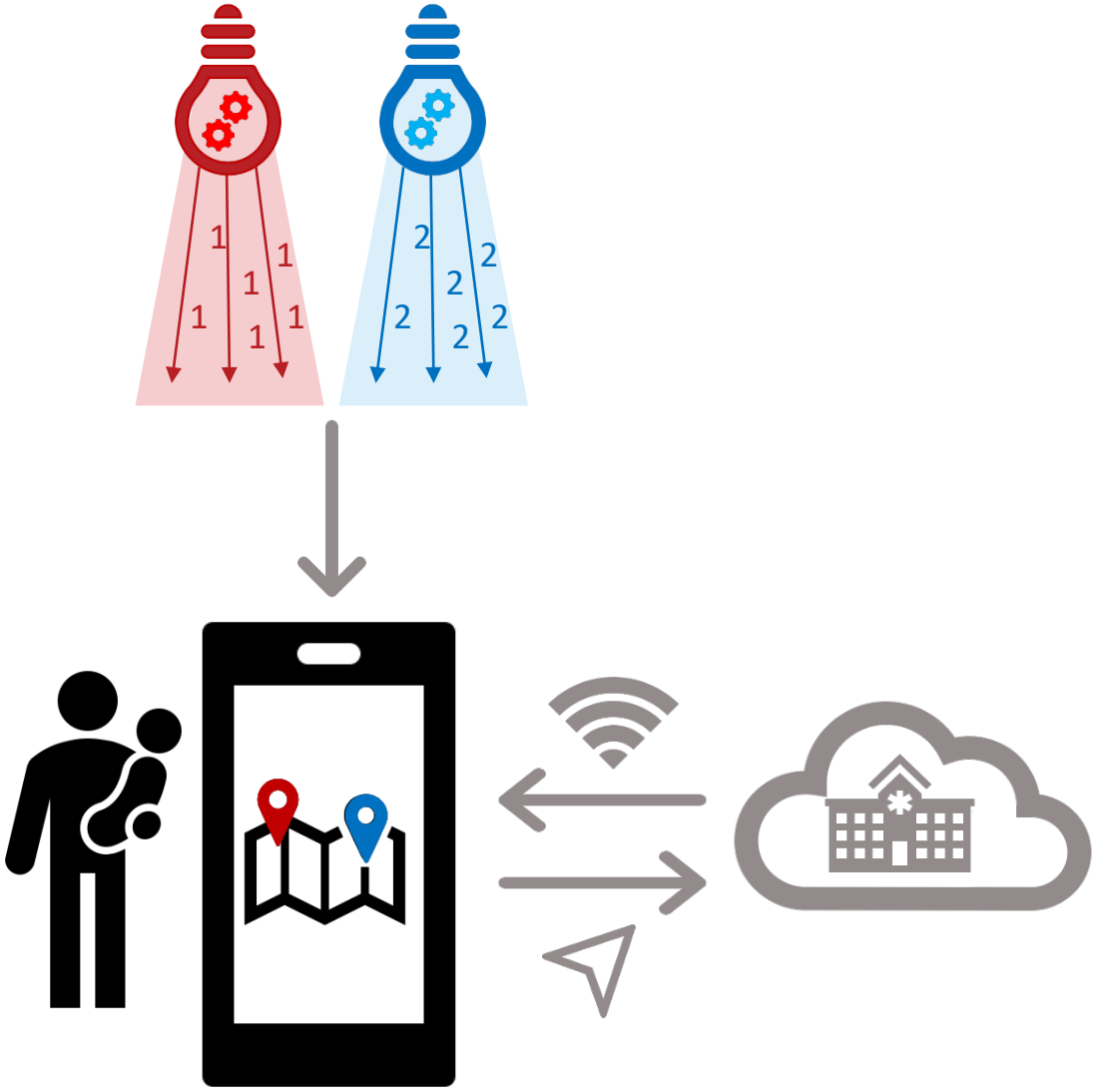


IPS VLC : wayfinding using visual light





IPS VLC : wayfinding using visual light



$5.6B in 2017, $>30B by 2023

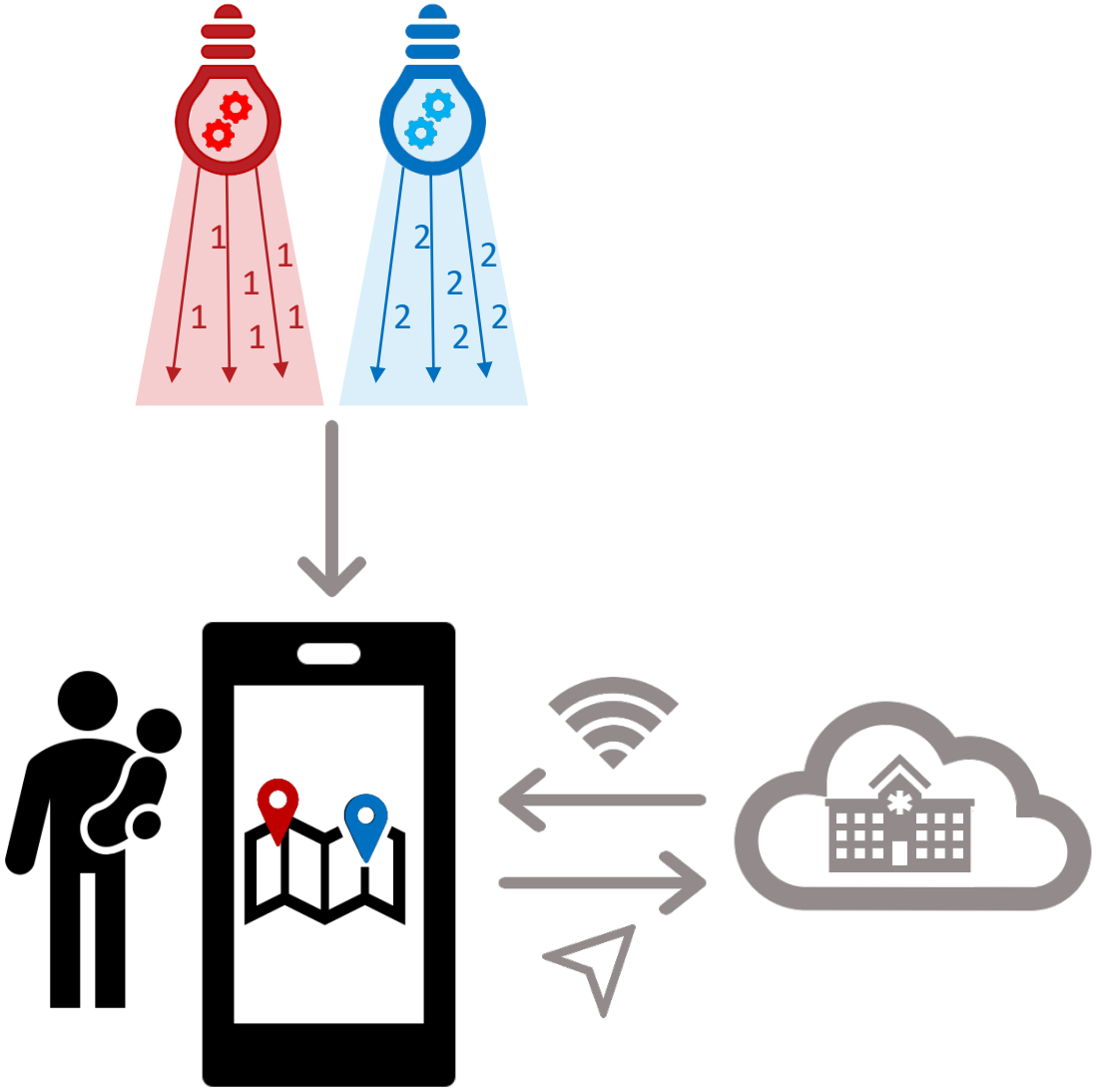
PHILIPS

YellowDot

current powered by GE

Microsoft

IPS VLC : wayfinding using visual light



$5.6B in 2017, $>30B by 2023

PHILIPS

TARGET

YellowDot

GE

Carrefour

current powered by GE

Microsoft

أسواق aswaaq

Problem

SMB
250 employees

=

324 LEDs
Per building

=

$$$

Problem

SMB
250 employees

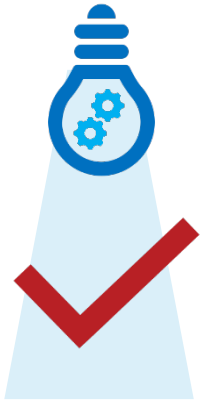
=

324 LEDs
Per building

=

$$$

LEDs

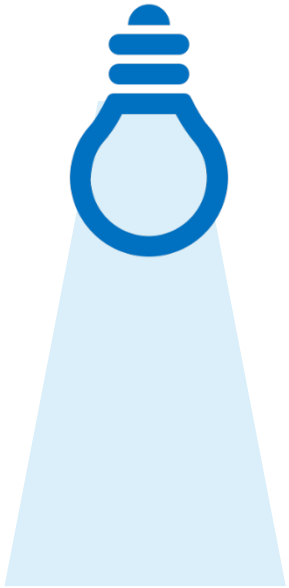


Fluorescents

LiTell: robust indoor localization using unmodified light fixtures

Existing

LEDs



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Fluorescents

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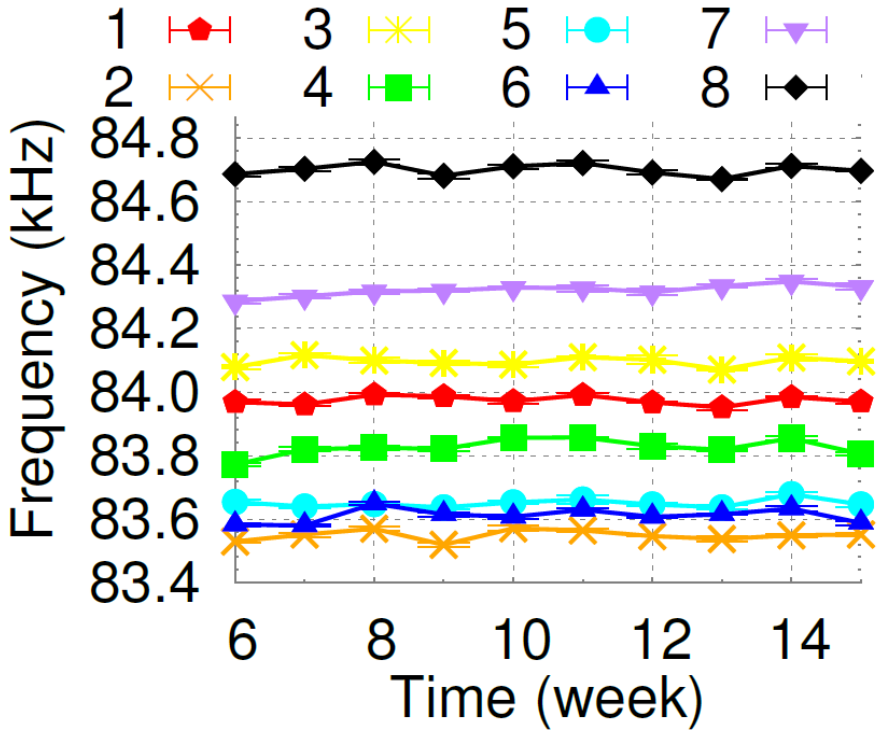

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LiTell

LiTell: robust indoor localization using unmodified light fixtures

Patented

WARF
Wisconsin Alumni Research Foundation

LiTell

Issued: US 9,712,234 & 10,251,027
Pending: US 2017/0346558 A1

LiTell: robust indoor localization using unmodified light fixtures

Patented, funded ~$100K app development, field tested

LiTell

LiTell: robust indoor localization using unmodified light fixtures

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

LiTell

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

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gkeenan@warf.org

Tech Connect Booth #223

Warf.org/TechConnect