

# ByteLight

*2015 DOE Solid-State Lighting Workshop*

*San Francisco, CA*

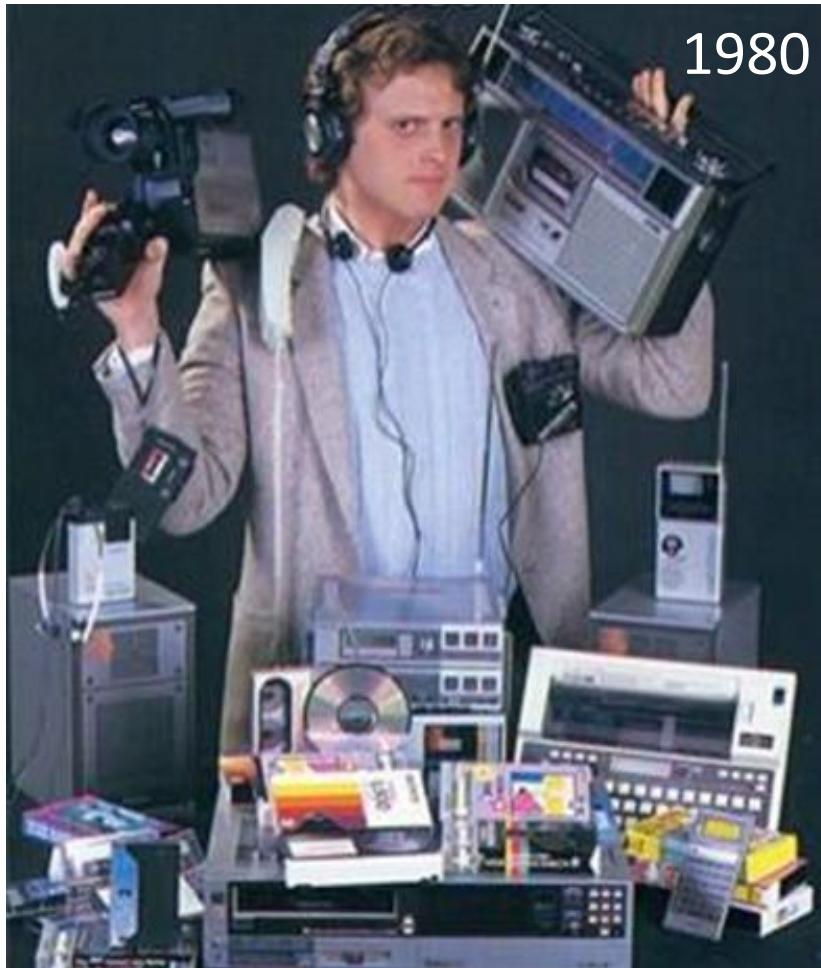
*January 2015*

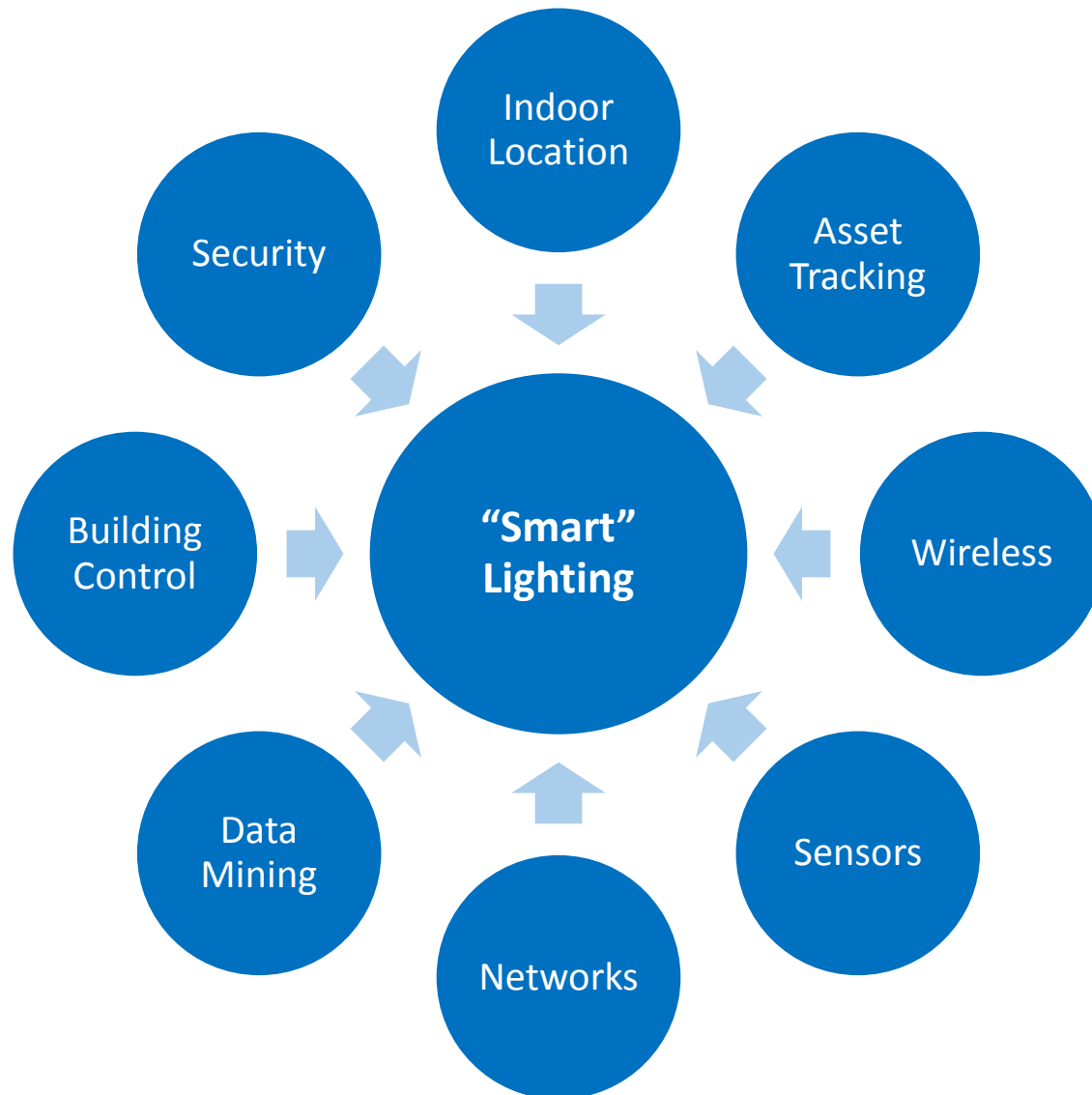
## ***Lighting Control Problem:***

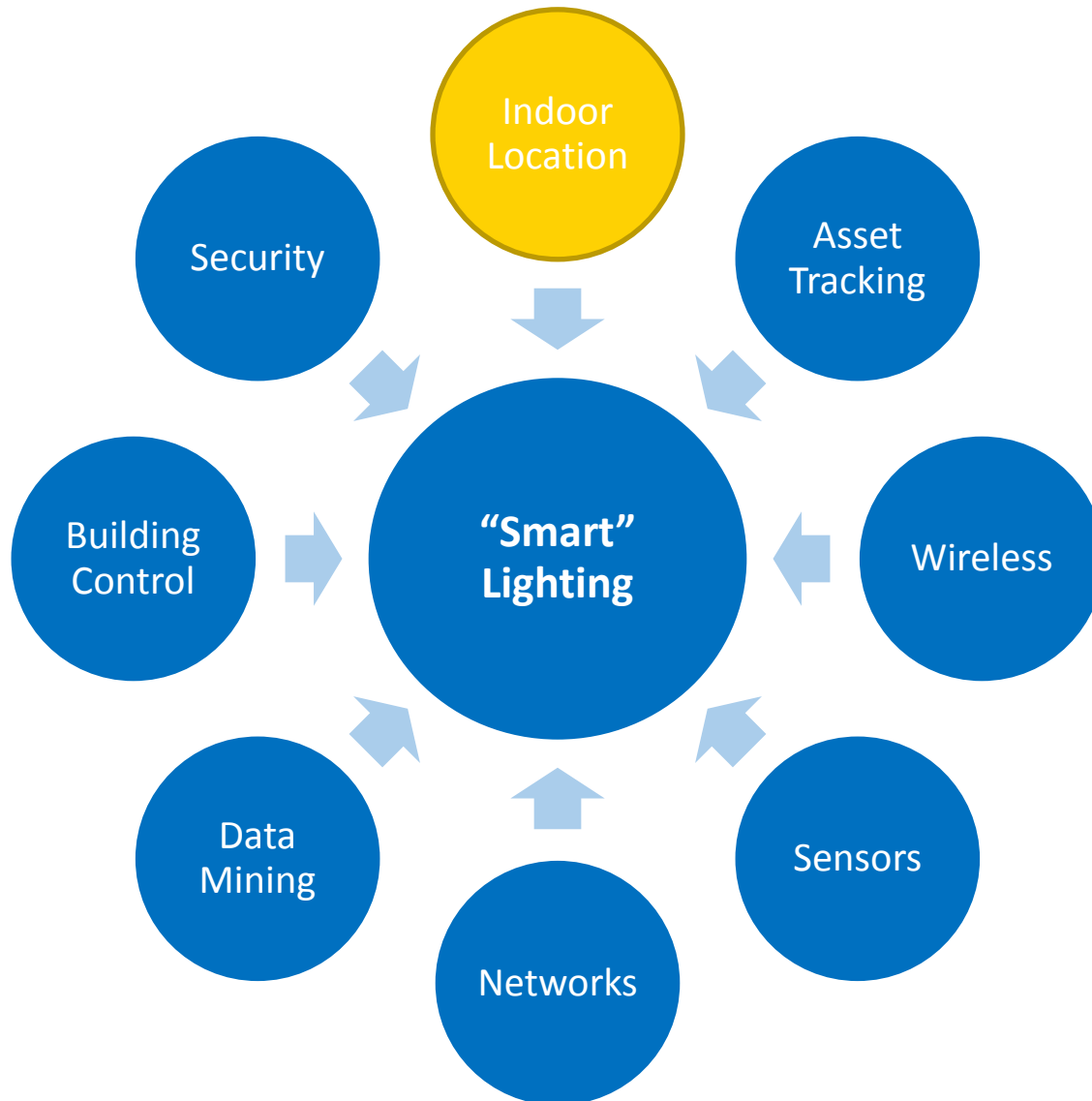
*How can I deliver the **right light** in the **right location**  
at the **right time**?*

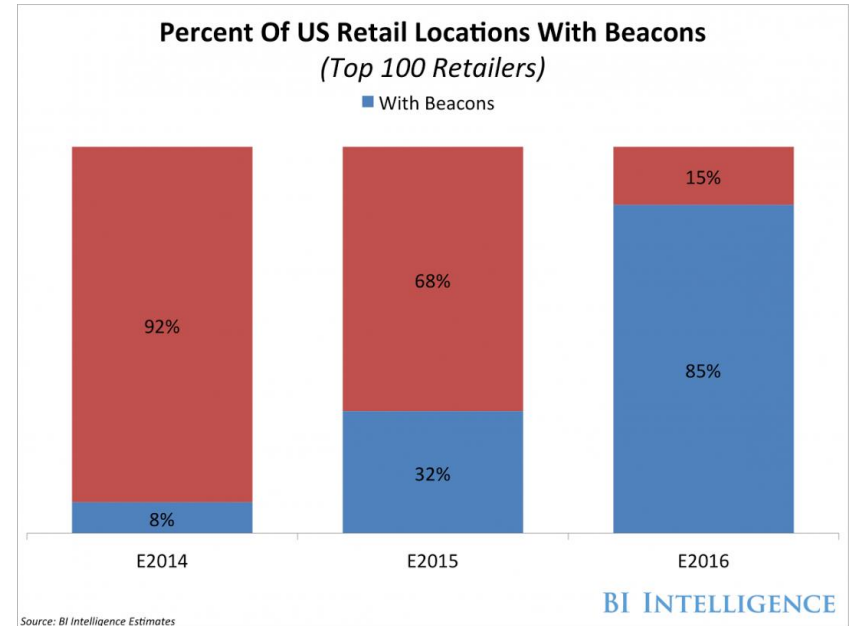
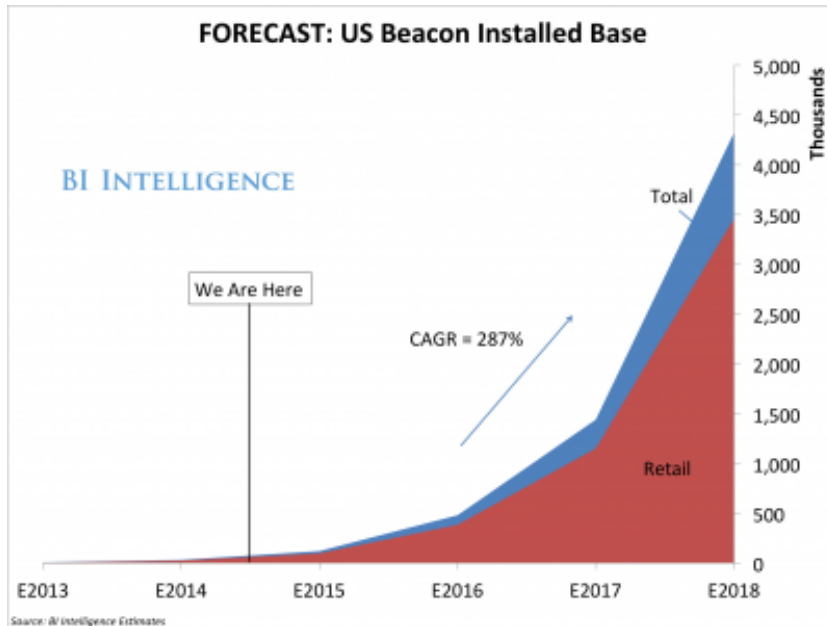
*Asking a New Question:*

*Where can **connected lighting** deliver value **beyond** controls?*









- **Fastest** growing in-store technology since mobile credit card readers
- Half of **top 100 US retailers** currently running experiments
- **Indoor location** used to power contextual notifications for apps – increasing user engagement and **driving sales**

- 1. Increase In-Store Sales:** Provide more relevant information to consumers, increase customer support, defend against Amazon/online
- 2. Optimize In-Store Operations:** Use location technology for planograms, employee compliance, workflow optimization
- 3. Capture Brand Dollars:** The lightbulb becomes the new billboard – auction in-store mobile inventory (Google Adwords for Physical World)



## VLC – Turn Lights into Indoor Location Beacons

ByteLight

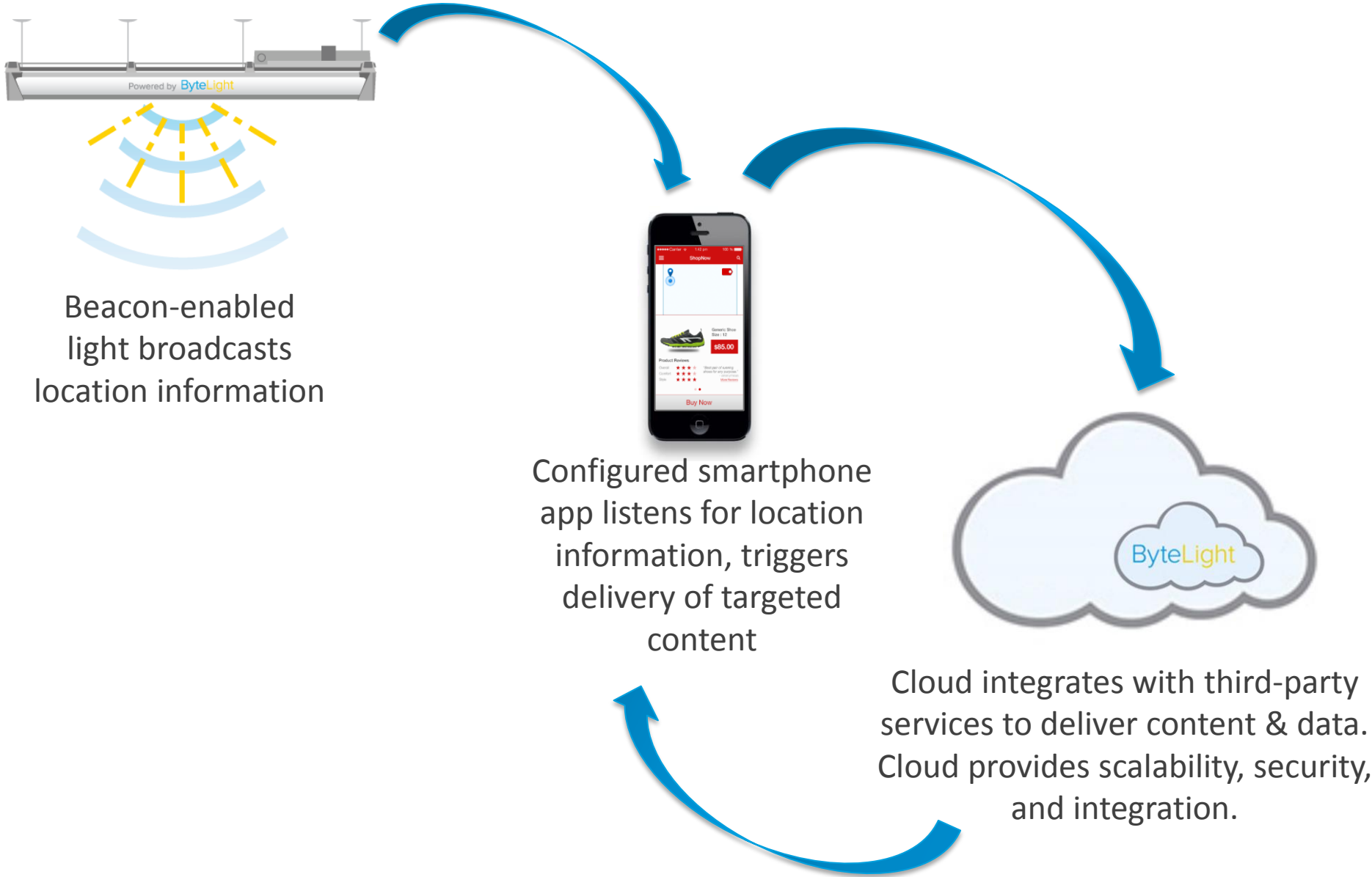


---

## Lighting is Uniquely Positioned to Solve 3 Key Challenges for Indoor Location

1. **Accuracy:** Leverage unique technology capabilities (VLC) to deliver high degree of accuracy relative to competition
2. **Scale:** Deliver indoor location solutions at massive scale (billions of sockets)
3. **Cost:** Installation of indoor location networks can be integrated into LED installations & retrofits that are already happening

# How It Works



Beacon-enabled light broadcasts location information

Configured smartphone app listens for location information, triggers delivery of targeted content

Cloud integrates with third-party services to deliver content & data. Cloud provides scalability, security, and integration.

- **Recurring Revenue from Non-Lighting Apps Changes Economics of Adoption**
  - Lower up-front price -> drive faster retrofits of LED
  - Higher margin software/service revenue
  - Deeper relationships between customers & OEMs that transcend traditional lighting purchasing channel (Facilities/Utilities)
  - Lighting in position to drive top-line revenue for customers



Thank You!

Dan Ryan

[dan@bytelight.com](mailto:dan@bytelight.com)