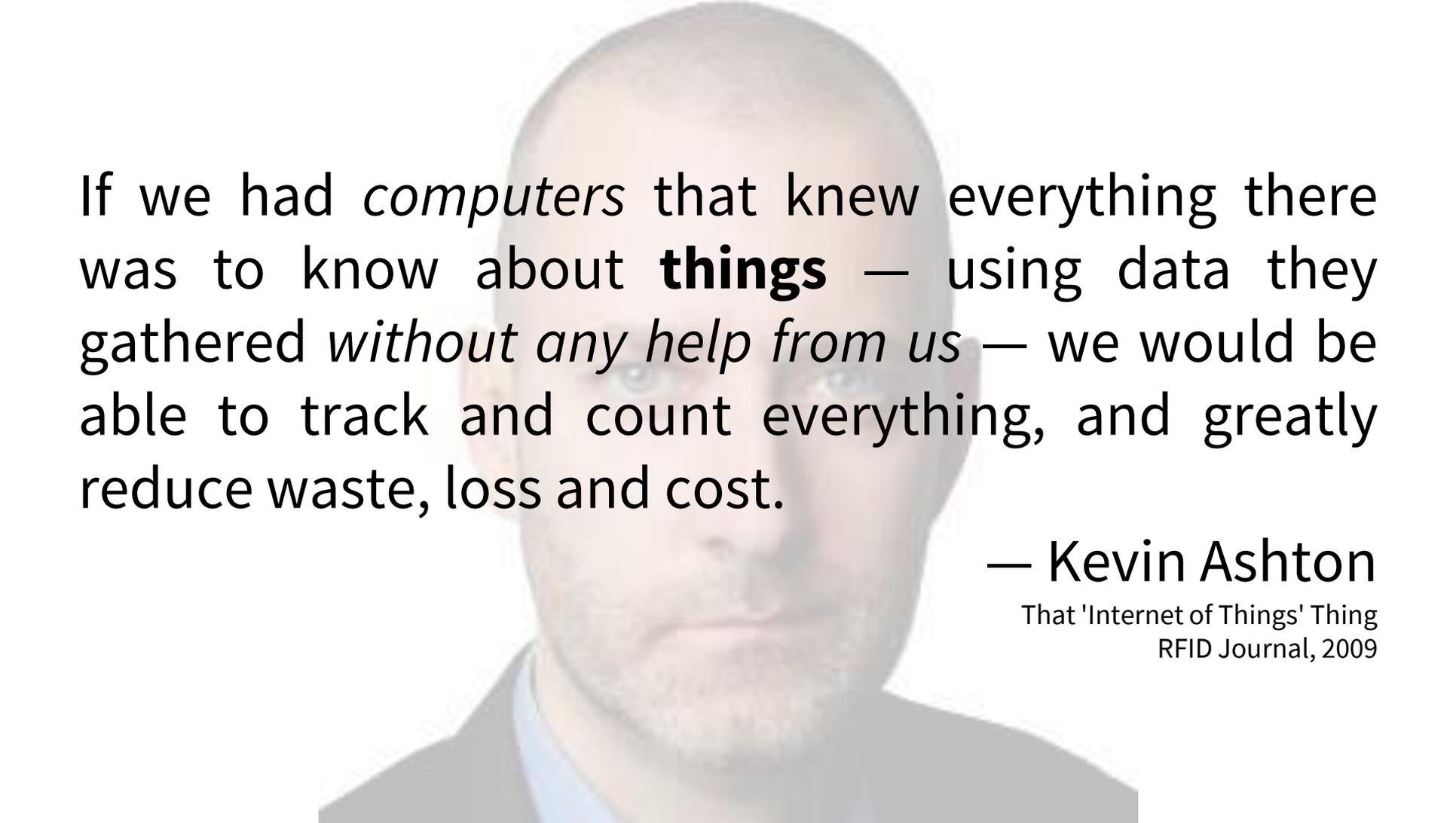




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Real-time location data

Colloque sur la gouvernance et la gestion des données numériques en immobilier
26-27 Août 2019
Philippe Marty



If we had *computers* that knew everything there was to know about **things** — using data they gathered *without any help from us* — we would be able to track and count everything, and greatly reduce waste, loss and cost.

— Kevin Ashton

That 'Internet of Things' Thing
RFID Journal, 2009



®

4 Billion

standard devices per year



18 Billion

standard tags per year

**Ubiquitous
real-time
location**

is inevitable

We translate real-world state



Pareto
by reelyActive

Who/what *is*
where/how?

into a real-time web-standard **data stream**,

by making sense of **ambient wireless traffic**

BYOD: Bring-Your-Own-Device



RAIN
RFID ...

Which means:

No App. No Camera. No Beacon.
Privacy friendly.

that is *already there*, all around us.

... and by leveraging **wireless infrastructure**

BYOI: Bring-Your-Own-Infrastructure

Commercial lighting (2019+)



that is *already there*, or deploying our own.

HOW

Who/What? Where? How? When?

Team member	Office	Moving	Now
Asset	Storage	21°C	1s ago
Anonymous	Entrance	iPhone	Now

RF

{ WEB }

Protocol-Agnostic

Standards:  4 billion devices/year

 15 billion devices/year

Standards:  schema.org

Workplace

“**15% savings** on real-estate expenses, while reducing employee turnover.”

 Desjardins

Healthcare

“*Real-time location data* proved to be a **key indicator** of workplace stress factors.”

 USC University of Southern California

Retail

“Brick-and-mortar regains the **competitive edge** by owning the *offline journey*.”


jogogo

Logistics/Industrial

“We’re now able to **automatically collect** *personnel journeys*.”

 KFS

An aerial, high-angle view of a modern office lounge. The space is filled with people sitting on modular, geometric furniture in shades of red, grey, and white. The floor is a light, neutral color, and the walls are white with large windows. The overall atmosphere is bright and professional.

*No matter how well
you **plan**,
your needs are going
to **change**.*

An
open architecture
makes the technology
a challenge
commodity.



*Staff and visitors
Management*



Occupancy Analytics



Energy Savings



Asset tracking



Safety & Security

An aerial view of a modern office lounge. The space is filled with modular, geometric seating in shades of red, grey, and white. Several people are scattered throughout the lounge, some sitting on the furniture and others walking. The floor is a light, neutral color, and the overall atmosphere is bright and open. The text is overlaid on the center of the image.

Interoperability & standardization
across every layer of the entire
communications stack are key!

Imagine real-time physical-world search...



Where is the nearest available...

- 🔍 **conference room** (3 options)
 - 🔍 **salesperson** (7 options)
 - 🔍 **electrical outlet with USB** (4 options)
- ...more places
...more people
...more things

...it's possible today under two conditions:

1

Ubiquitous real-time location

2

Uncompromisable user trust





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