

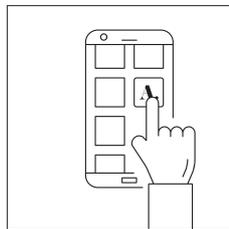
# Artemide

## Geo-LiFi

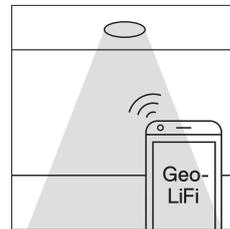
Intelligence, interaction, experience

# Geo-LiFi

## Intelligence, interaction, experience



01 Download the Geo-LiFi App



02 Follow the Geo-LiFi path and stay tuned under the light and other Geo-LiFi points



03 Receive the data through the light, learn more and enjoy the experience

Reinventing end-user experience through intelligent scenarios / Tracking position with high precision / Delivering simple messages, images or videos / Sharing data, information and activating connections through light, beacon and GPS coordinates / It transforms simple information in added value services for space user / It creates a tool for data analytics



## DESIGN THE USER EXPERIENCE



PUSH NOTIFICATION  
INDOOR & OUTDOOR NAVIGATION

## IMPROVE GEO-LiFi SPACE PLANNING



VLC CODED LIGHT  
BEACON  
GPS COORDINATES

## COLLECT & ANALYZE DATA



CONTENTS ANALYTICS

Artemide is able not only to design the right light for every space but also to propose innovative applications of the Geo-LiFi technology introducing specific multi-level solutions for any application fields, generating unexpected experiences for **engagement, interaction** and **inspiration**.

Geo-LiFi technology is not a product or a given standard solution but it is an open platform based on **indoor and outdoor navigation** for the creation of new services. The most accurate trigger possibility is based on VLC (Visual Light Communication) which can be integrated into several products of the Artemide collections to combine the perfect lighting solution with an innovative interpretation of final user interaction.

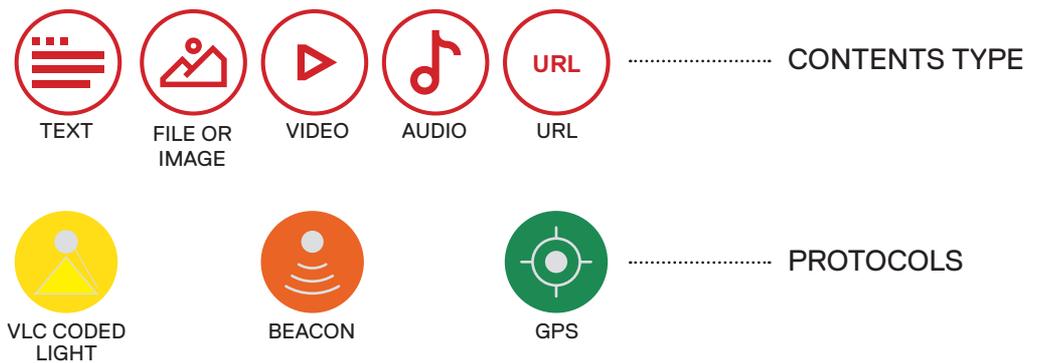
Geo-LiFi platform is able to generate a contextualized, real-time and **tailored experience** for the single user. Through the dedicated App available for iOS and Android, final user can receive automatically from the cloud general or targeted information (based on its geo-position), with the possibility to offer **specific and different kind of contents**, creating new possible services and performances within the space.

Geo-LiFi trigger through VLC ensures much **greater precision** in tracking the indoor positioning, rather than other technologies as BLE beacon and GPS coordinates: that's why a simple physical barrier (a thin wall or a curtain for example) is enough to identify clearly two different contents and positions. This aspect become an important requirement for driving visitors, especially those with disabilities, into spaces.

This technology can also collect and analyze data relating to the contents interactions.

To design a Geo-LiFi application, especially when based on VLC, Artemide supports its clients starting from the regular lighting project in order to verify all possible technical aspects and constraints to ensure the perfect lighting performance merged with this innovative and valued technology.





By using Geo-LiFi technology each lighting device emits a **coded light**, undetectable to the human eye, but recognized by the App through the smart-device camera and used as a trigger in order to recall the proper contents from the web thanks to the data-connection of the smart-device.

Contents are stored in a **web data-base** (cloud) and can be implemented and updated by the administrator of the space using the admin version of the App.

Each luminaire emits continuously a unique coded signal one way to the camera (detector) of the smart-device able to receive and translate the series and timing of the VLC in a specific content.

Geo-LiFi technology now opens to an interactive way to exchange information and contents: a unique **multiprotocol network** combining VLC, BLE beacon and GPS coordinates for geolocalization-based information without any discontinuity, both in indoor and outdoor environments.

For contents management different solutions are available from the **smart-device** to the dedicated **web application** in order to facilitate installation and administration of Geo-LiFi projects, making possible both local and remote management and **targeting of the contents** according to marketing tools availability and customers desires.

- **Accurate communication range through VLC coded light**  
Also possible through BLE beacon (accuracy from 1 up to 5 m) and GPS (accuracy from 10 to 100 m)
- **Multilingual App (64 languages)**  
Automatic translation of text messages, based on smart-device setting
- **Targeted contents & push notification**  
Creation of public or targeted contents for end-users logged into the App
- **Analytics**  
Data relating the number of triggered points, triggered contents, viewed contents, type of contents and content languages
- **Inclusive technology**  
The App is in compliance with the European standard EN 301549 for digital accessibility

Artemide designs a tailored experience through perfect light and Geo-LiFi application



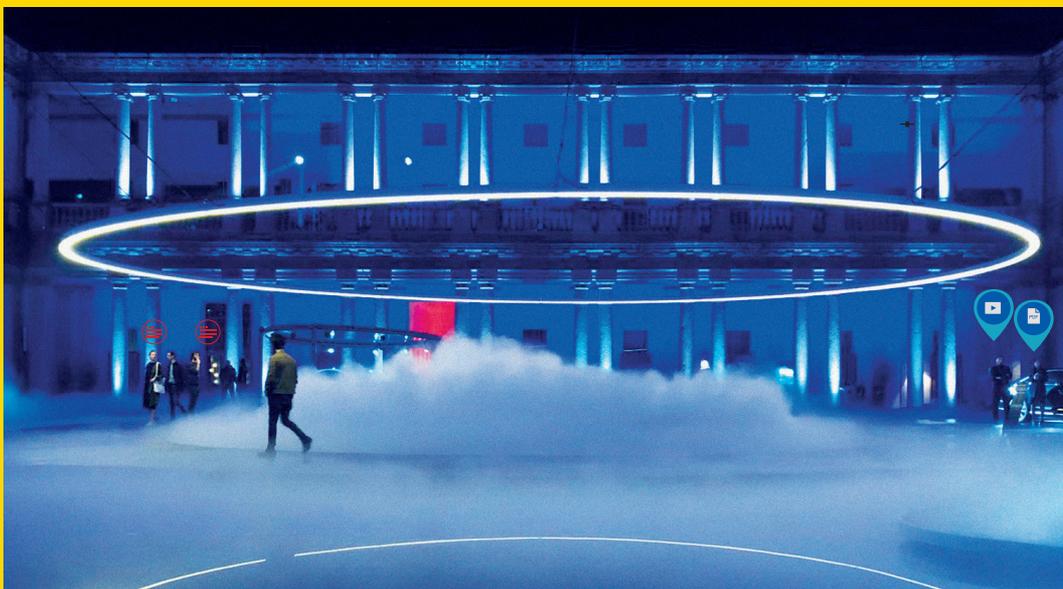
ART & EXHIBITION

WORKPLACES



RETAIL

TRANSPORTATION



INDUSTRY

OUTDOOR

For further information and application in projects please contact Artemide Sales Department.

