ENABLING COLD CHAIN VISIBILITY

Ilan Lozovsky, Ph.D.
VP Business Development
Geolocation is crucial for the growth of low-power internet of things.

The industry analyst firm IDATE projects 2.25B devices by 2025.

‘80% of all applications in LPWAN need geo-localization once or on a permanent basis of the life time of the products.’

Ståle Pettersen, VP Semtech (Founder of the LoRa-Alliance)
EXISTING GEOLOCATION TECHNOLOGIES

- Coverage
- Power Efficiency

GPS

WiFi

REID

hoopo
## EXISTING MONITORING SOLUTIONS

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<th>Features</th>
<th>GPS</th>
<th>RFID / BLE</th>
<th>hoopo (LPWA)</th>
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<tr>
<td>Accurate Geolocation Capability</td>
<td>V</td>
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<td>Long Battery Life</td>
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<td>Long Communication Range</td>
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<td>Indoor coverage</td>
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<td>Affordable Infrastructure</td>
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LPWA CONNECTIVITY & GEOLOCATION PLATFORM

**SMALL & LOW-COST DEVICES**
- Based on leading LPWA technology
- IP68 to withstand hot wash
- Battery for 5 years of operation
- Measured parameters:
  - Temperature
  - Humidity
  - Impact

**GEOLOCATION & DATA**
- Ethernet / cellular backhaul
- Communicates & tracks devices using a proprietary technology
- 4 outdoor GWs can cover ~2 square miles
- Indoor deployment is also available

**VISUALIZATION & ANALYTICS**
- Visualize assets’ location
- Generate real-time alerts:
  - Movement detection
  - No movement for over X days
  - Geo-fence alerts
  - Rule-based system for additional alerts
FIELD DEPLOYMENTS
INSIGHTS-DRIVEN COLD-CHAIN

On The Move

Ensure supply quality:
Continuous temperature monitoring

Retail

Ensure supply quality:
temperature history

Monetize cycle:
Alert X days

Exact pallet tracing:
no loss

Pallet Pooling Logistic Center

Improve Cycle Efficiency
Reduce bottlenecks

Logistic & Dispatch Center

Monetize cycle by monitoring
process (loading to dispatch)

Prevent Loss

Visibility to Customers

Global Cold Chain Expo

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Thanks. For more information contact:

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