

LIPHY™

Driving the Future of Smart Lighting

Venue operators can collect intelligent big data about customer behavior including location, time and product interest



Visible Light Communication Technology

Cinema

Offline Trailer | AR Trailer | Ticketing | IMDB

Backlit Poster Box

People holding a smartphone enter into the LiPHY app, turning on the camera and scanning the backlit poster box, 4 major selections are provided:

1. Movie trailer link is automatically pushed to the handheld screen.
2. Aero effect AR trailer fly over when scanning to specific poster box (optional).
3. Tickets and food combo purchasing.
4. Movie reviews and critics page.



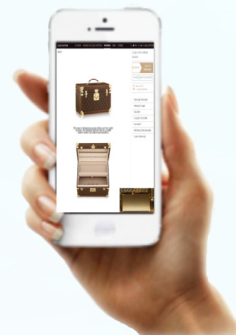
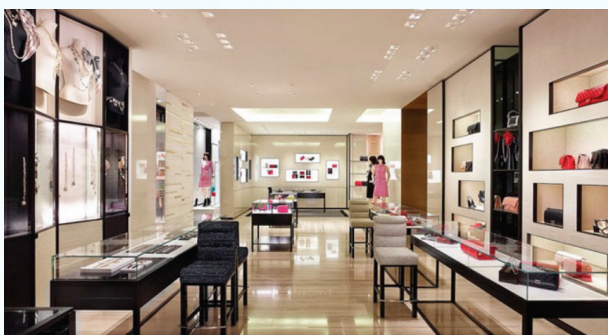
Retail Shop

Online Catalog | Product Specifications | Seasonal Promotion

Products

People holding a smartphone enter into the LiPHY app, turning on the camera and scanning the backlit poster box, 3 major selections are provided:

1. By focusing on individual product, product specifications with available sizes and colors are presented.
2. Pairing with a halo-effect full body mirror, AR dressing can be shown 'virtually' in mirror reflection to 'fitting' on body, based on the pre-selected items.
3. By focusing on the backlit poster, seasonal promo can be streamed to handheld.



Shopping Mall

AR Exhibition | Tenant Ad | Big Data | Digital Sales Pop

Arcade | Shop Signage

People holding a smartphone enter into the LiPHY app, turning on the camera and scanning the roadshow sales hall, 4 major selections are provided:

1. Aligning with seasonal theme, create an AR exhibition environment in the mall, through the general lightings around.
2. By focusing shops' signage, tenant can join the advertising package offered by mall owner and demo a seasonal promo clip.
3. Mall owner can collect browsing data rate from the different tenants who joined the VLC package for further evaluation.
4. 2-ways mega sales activities, couponing offers and latest mall notices can be pushed to app user.



Property Roadshow

Promotion | AR On-Site | Mortgage Calculator | Rendering

Property 3D Models

People holding a smartphone enter into the LiPHY app, turning on the camera and scanning the roadshow sales hall, 4 major selections are provided:

1. A Promo clip link is pushed to the handheld screen.
2. AR effect demonstrates the future clubhouse, in 360 degree with facilities illustration.
3. A simple reference mortgage or repayment calculator page can be linked to the handheld based on the property rate list.
4. Rendering of typical units can be selected when the camera is focusing on specific units from the 3D model.



Intelligent Big Data Collection



**Customer
Behavior Log**



**Indoor
Positioning**



**Real-Time
Recording**



**Product
Promotion**

Technology Features



High Speed

detection can be as fast as 0.1 second



Cloud Control

real-time content update with big data collection



High Security

light signal cannot be replicated



Augmented Reality

Using light for AR tracking



High Sensitivity

scanning range can be up to 20 meters



Smart Control

with intelligent lighting control function