



# Nikola Serafimovski

PureLiFi

## BILATERAL MEETINGS

02.03.2015 Monday (11.00h - 13.05h)

03.03.2015 Tuesday (11.05h - 13.10h)

03.03.2015 Tuesday (13.10h - 15.15h)

03.03.2015 Tuesday (15.15h - 16.55h)

04.03.2015 Wednesday (9.00h - 11.05h)

04.03.2015 Wednesday (11.05h - 13.10h)

04.03.2015 Wednesday (13.10h - 15.15h)

04.03.2015 Wednesday (15.15h - 16.55h)

**DESCRIPTION** pureLiFi is recognised as the leader in visible light communication (VLC) – the use of visible light instead of radio frequencies for wireless data communication. Li-Fi, defined as a bidirectional, high-speed, networked and mobile VLC system has several competitive advantages when compared to other wireless technologies such as Wi-Fi.

**ORGANIZATION TYPE** Company

**ORGANIZATION SIZE** 11-25

**AREAS OF ACTIVITIES** HARDWARE

1. In-building systems

SOFTWARE/INTERNET

## Offer

# LIGHT BECOMES DATA - HIGH SPEED INTERNET VIA LIFI

pureLiFi is recognised as the leader in visible light communication (VLC) – the use of visible light instead of radio frequencies for wireless data communication. Li-Fi, defined as a bidirectional, high-speed, networked and mobile VLC system has several competitive advantages when compared to other wireless technologies such as Wi-Fi.

1) Li-Fi is the only 100% secure wireless technology, i.e., there is no possibility for external network intrusion if no photons escape. 2) Li-Fi is inherently safe because it uses visible light with no concerns regarding electromagnetic interference (EMI) or health. 3) Li-Fi can be used for localization since the illumination area of a Li-Fi node can be controlled, permitting asset tracking and geo-fencing, further increasing the security of the system. 4) The smaller Li-Fi cells allow for increasing the data rate per user, the data density. 5) The integration of illumination and data services generates a measurable reduction in both infrastructure complexity and energy consumption.

In collaboration with technology and solutions providers, pureLiFi technology will provide ubiquitous high-speed untethered access that offers security, safety, localization, data density and energy efficiency.

Unlike other companies which provide VLC, we offer the only high-speed bidirectional and networked (true Li-Fi) system in the world, In addition, contrary to other untethered access technologies, Li-Fi can guarantee very high security of the wireless data, which is inherently safe and can have sub-1m precision for localization services.

We would like to speak to OEMs (Ericsson, Nokia, Huawei, etc.) or Tier 1 entities. In addition, we are keen to talk to network equipment providers, lighting manufacturers and installers as well as building management system providers.

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