EDYSEN Smart Devices

Transforming Retail Malls & Stores into Smart Experiences

Edysen creates an intelligent, connected environment with smart mesh, delivering physical and digital interactive experiences to customers, guests and staff. Implementations range from corporate to retail to entertainment venues to smart parking and more.

DELIVER ENGAGING EXPERIENCES

Detecting the precise location of movements down to the foot can happen without an app or beacons. Edysen devices are like super computers with an Android OS enabling computing at the edge or in the cloud. With this kind of power, Edysen can detect the "who" and deliver personalized experiences to nearby digital displays, kiosks, tablets, mobile phones, wearables, and other IoT connected devices.

EDYSEN DEVICE BENEFITS

Edysen comes in two form factors – a cube and light socket adapter – making it easy to retrofit existing spaces or add into new buildings.

- White-Label, Turnkey Solution
- Track Outdoor/Indoor Guest Journey
- Improve Safety & Security
- Personalize Consumer Interactions
- Lift Employee Productivity & Engagement
- Improve Venue & Operational Efficiencies
- Drive Revenue Every Square Foot
- Integrate with Existing Systems

SIRQUL™
Full Stack IoT Platform

EDYSEN SMART MESH DEVICES WITH EDGE COMPUTING

Sirqul's Edysen devices with patented smart mesh technology "Playfield" enables any building or outdoor space to instantly triangulate and provide path analytics, heatmaps, dwell times, space utilization, turn-by-turn navigation, customized content, environment automation, triggerable notifications and Wi-Fi access. As a next-generation set of devices, Edysen is remotely managed with Over-the-Air (OTA) updates and supports cross protocol translation: Wi-Fi, Bluetooth, BLE, 3G/4G, and more.

TRACK, ANALYZE, AND ACT

1. **Tracks movements and behaviors:** Edysen passively detects Wi-Fi and Bluetooth signals from devices anonymously detect location and provide insights on movements and behavior.

2. **Visualize and view custom reports/queries:** Analyze data on visit duration, new vs. repeat, zones visited, path analytics, dwell time, and cross-correlate to meaningful insights. Easily feed in 3rd party APIs to further manage identities, behaviors, and business-decisions.

3. **Take action:** Orchestrate actions in real-time autonomously or with programmable triggers; alert staff to help guests, send personalized offers, deploy security, alter product and asset placements, and adjust climate or lighting settings for optimal energy savings and comfort.

SECURITY AND PRIVACY OF DATA

- Both WiFi & Bluetooth signal data is encrypted and stored on the device until it is sent to the server.

- Once queued, data will be sent to the cloud (or edge) using standard HTTPS transport-layer-security (TLS) encryption.

- Once transmitted, data is securely purged from the Edysen device.

- On the cloud, data is stored in a secure AWS (or another cloud provider) database.

- The device is unable to determine phone number, IMEI, device ID, demographic data or any other identifying information about the individual from the WiFi or Bluetooth signal.

- Devices are not connected to any external system to determine the identity of the individual.

- Through its own algorithms, a unique Sirqul ID is created for each user device detected.

- The device cannot differentiate between known employees devices vs. other visitors devices within the space unless the employee transmits their identity via an app installed on their phone or a beacon device which can transmit their identity. The analytics engine on the secure cloud server will perform the lookup and matching to determine the identity.

SMART EDGE COMPUTING DEVICE FAMILY

Edysen – Retrofit Light Socket

OS:	Android OS firmware support: 6.0 Marshmallow
CPU:	Rockchip RK3229
Memory:	(eMCP): MCP - 1 GB LPDDR3 + 8GB eMMC
WiFi/BT:	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)
MFI IC:	Authentication Coprocessor
PMIC:	Power management IC devices
Power:	Edison 26/27 bulb and socket base Incandescent, Halogens, Dimmable LEDs, and CFLs
Operating Range:	Bluetooth: 0 ~ 30 meters, WiFi: 0 ~ 80 meters
EUT Rated Voltage:	AC230V/50Hz, AC120V/60Hz 0.5 amps, 26.1 watts
	Wi-Fi and BT/BLE monitoring mode for passive tracking (no app required)

Edysen – Cube

OS:	Android OS firmware: 6.0 Marshmallow
CPU:	Rockchip RK3229
Memory:	(eMCP): MCP - 1 GB LPDDR3 + 8GB eMMC
WiFi/BT:	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)
MFI IC:	Authentication Coprocessor
PMIC:	Power management IC devices
Power:	Powered via Micro USB to USB cord into USB AC adapter or USB port with power or PoE adaptor
Operating Range:	Bluetooth: 0 ~ 30 meters, WiFi: 0 ~ 80 meters
EUT Rated Voltage:	AC 110-230V/50Hz, AC 120V/60Hz 2.2 amps, 30 watts
	Wi-Fi and BT/BLE monitoring mode for passive tracking (no app required)