

HAVE A COOKIE, BUT DON'T EAT IT!

A pioneer in the Internet of Things, Dave Mathews' latest venture involves a collaboration with HID Global's Bluvision that could open a whole new world of digital experiences.

Words: Cari Simmons Illustration: Maria Kask

According to your online biography you are "a consumer-focused inventor specializing in mobile, convergence and digital entertainment." Can you elaborate on that?

"I'm an inventor and I spread technologies to companies. I have around 70 patents. My favorite thing was being on the team that started *Make Magazine*. I like to inspire and motivate people to be creators."

How do you inspire and motivate people?

"If you try to do something alone you generally won't have success, so I bring teams together - dozens of people. I also do a lot of public speaking about disruptiveness and doing things differently."

Describe your latest venture through your company NewAer.

"NewAer is a software company that specializes in identifying wireless devices within a room. We created a peer-to-peer messaging platform (proximity platform) so that your smart devices can discover the environment and communicate to peers for you automatically.

These wireless devices can be a user's mobile phone, a fitness wearable or a Bluetooth Low Energy (BLE) beacon like those we used from HID Global's Bluvision.

"Our identity software is the equivalent to a web cookie"

Our identity software is the real-world equivalent to a web cookie."

Why do we need a real world "cookie"?

"When we are online, a cookie does things like remember our shopping carts, passwords and favorite music. What if we could walk through an airport and have it suggest favorite foods based upon the time we had for flights, or even show us only the flight we need, instead of making us look at the entire board for just our trip?"

How can Bluvision's beacon be used and integrated into applications?

"There are thousands of experiences and ASSA ABLOY can create its own experiences around this analogy of a cookie. For

example, it can be used within an office full of employees, in a co-working space with transient workers, or to let the building management or security system know who is within a space. Walk up to a door and it opens for you without having to pull a phone out of your pocket or tap a tag. We are also working with quick-service restaurants, fuel pumps and parking gate access control mechanisms to let vehicles use their existing radio 'beacons' like WiFi and Bluetooth to create new experiences. We have shown that this can greatly speed up order time and make the experiences seamless and error free."

Do you have any advice for ASSA ABLOY?

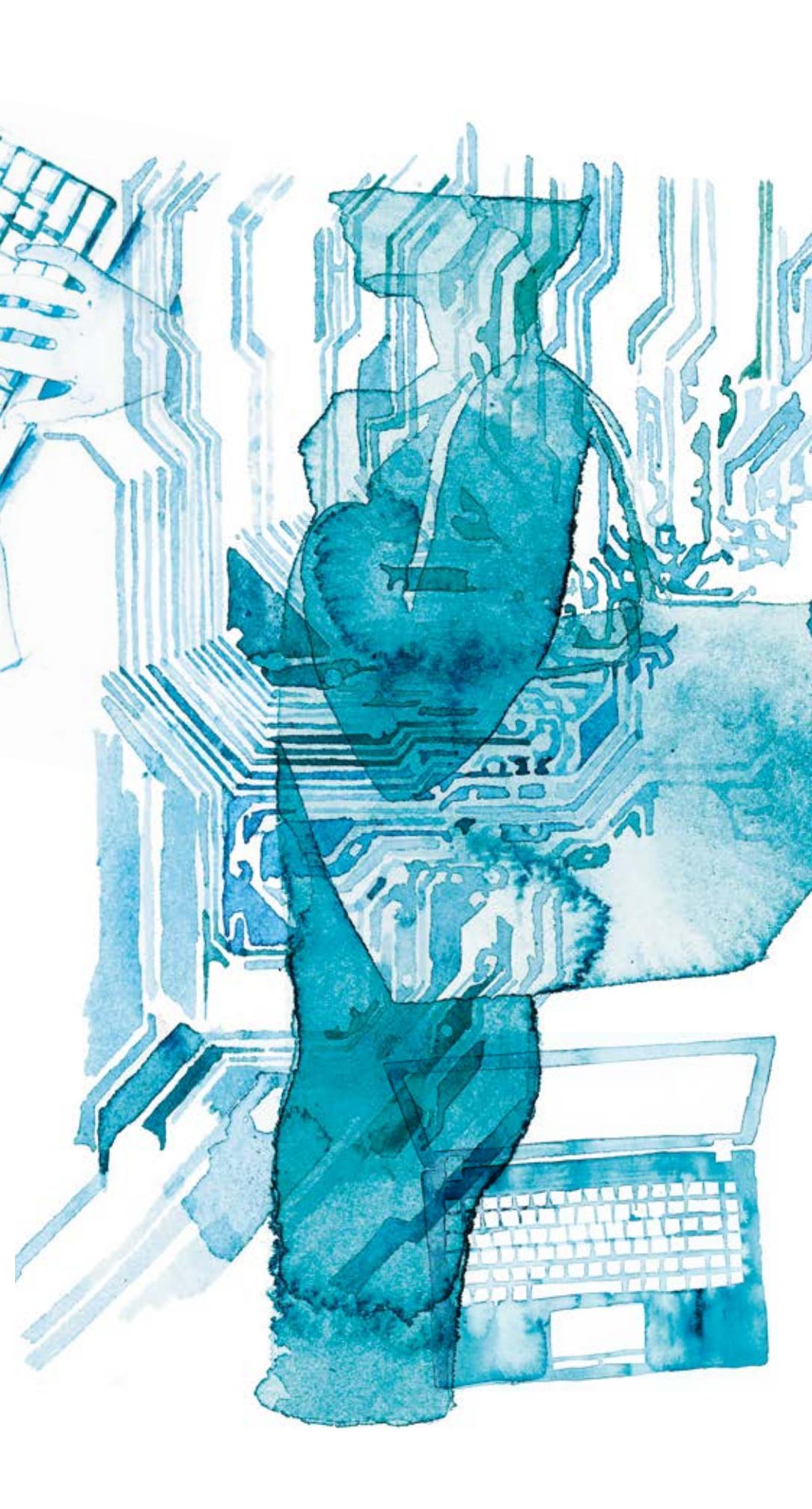
"The NewAer software enables ASSA ABLOY to build presence events that tie big data into the physical world. When presence is known then you can anticipate a need by looking at big data. Pay attention to that!"

Finally, where do you get your energy for all of your activities?

"I'm fueled by my passion as an inventor and I get up early - and go to bed exhausted at the end of the day!" ●



DAVE
MATHEWS



Bluvison Bluetooth Low Energy Beacon

- HID Global acquired Bluvison in December 2016.
- Bluvison is a leading Bluetooth Low Energy (BLE) provider in the Internet of Things (IoT) market.
- BLE is a wireless technology that consumes less power than classic Bluetooth.
- NewAer teamed up with Bluvison to provide an identity software that works within a physical space.
- Bluvison's BLE beacons offer a physical alternative to a web cookie and the cloud.

Dave Mathews

- **Current roles:** CEO and Founder of NewAer, runs the non-profit Big Imagination.
- **Career:** Co-founded Digital Convergence, was involved in *Make Magazine*, Slingbox and Boxee, among other projects.
- **Patents:** About 70
- **Passions:** Creating things and experiences that are magical and surprising to people.