



Company overview

September 2020



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About Us

BlueMark provides *products* (“innovations”) and *consultancy* around the theme of wireless communication.

We focus on:

- providing technology (components) to system integrators
- consultancy to government (bodies)

BlueMark Innovations BV

- Founded in 2008
- Located in Enschede, the Netherlands
- Privately owned by founder dr. ir. Roel Schiphorst



Our Story



Company founding

The company is founded in 2008 as spinoff of the University of Twente. It is called Mobile2Connect Technologies.



Serious Request

Event WiFi analytics platform trialled for crowd monitoring at 3FM Serious Request; a major event in NL (> 500k visitors).



More partnerships

Signed a framework agreement with the Dutch radiocommunication agency for research projects
New partnership with an undisclosed European company in the event market.

2008

2011

2012

2014

2018

2020

Seed capital

Receives seed capital from STW
Rebranded to BlueMark Innovations BV
First release of WiFi analytics platform



Partnerships

Partnership with an undisclosed UK/US company in the event market
Roll-out of "Passanten 24/7" project with Locatus; measure visitor traffic in shopping streets (NL,BE)
Refocus company to technology provider



New products

Launch of Security Intelligence product *BlueScout*
Partnership with *T Experience* for event market in Caribbean and Latin America





What We Do?



Products

WiFi/Bluetooth visitor analytics platform

- analyze visitor flows by measuring mobile phone signals (WiFi/Bluetooth)
- modular platform; sensors, platform or both

BlueScout - security intelligence product

- detect intruders near your house
- based on the WiFi/Bluetooth platform



Consultancy

Long term research partner of [Agentschap Telecom](#), the Dutch government body responsible for telecommunication (i.e. the Dutch OFCOM.)

Ad-hoc short-term research projects.



Who We Are

- The company is small and centered around dr. ir. Roel Schiphorst.
 - Roel received his PhD on wireless communication at the University of Twente. (Co-)Authored over 70 academic publications.
 - He is an experienced entrepreneur; launched several innovative products.

BlueMark Innovation is:

- **Innovation** – built on and driven by innovation.
- **Independent** – for unbiased advice.
- **Flexible** – work on a project-basis without the burden of a large organisation.

Escrow – we offer a NCC Group software Escrow agreement as a premium service to our partners; your business will always continue, no matter what happens.

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Recognition



finalist



finalist





Case study - WiFi/Bluetooth platform

What

- A product to analyze visitor flows by measuring mobile phone signals (WiFi/Bluetooth)

Markets

- Events
- Retail

Customers

- Several long term business partners in event analytics that operate in the European and American event market
- Locatus (retail) with Passanten 24/7 project to measure visitor numbers in major NL/BE shopping areas.
- T Experience for the event market in the Caribbean and Latin America

BlueScout



Case study - BlueScout

What

- A product to detect intruders around your house by detecting mobile phones.

Markets

- Security (intelligence) firms
- Smart home security

Customers

- Successful trial at pilot customer (security intelligence firm), H2 2020 roll out to more locations.
- Expanding business/partners in H2 2020

<https://bluescout.co>



Case study - Agentschap Telecom

What

- Official framework research partner of Agentschap Telecom

Results

- Example projects
 - design a interference model between LTE and cable TV and possible solutions to mitigate this interference
 - head of a sounding board and write a peer reviewed scientific publication about 3.5 GHz propagation
 - validate a measurement method to measure the antenna diagram of an FM transmitter.

Typically we use subcontractors.



Roadmap 2020/21

WiFi/Buetooth platform

- Continue business and expand partners in harsh business environment
- Focus on marketing and technology



BlueScout

- Market research to identify potential business partners
- Expand customer base



Consultancy

- Business as usual.

Contact

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