

WBTshowcase

Profile: Human Network Labs, Inc.

December 18, 2009 – The next big thing in mobile technology and social networking? Multi-use peer-to-peer localization technology, embedded within a phone or a laptop, that finds the precise location of your friends, triggers alarms as people or objects (say, children or cars) move beyond a specific distance threshold, and even hyperlinks physical objects like storefronts to Web pages.

This is the goal of the PixieEngine™, a new wireless-based mobile platform by Philadelphia-based Human Network Labs, Inc. The PixieEngine™ uses radio-frequency technology that requires no infrastructure to identify the precise angle, location and distance apart of people and objects within 200 meters with accuracy of less than one meter.

“GPS can take me to the mall, but once I get there, how do I find my friends?” said Blair Lyon, HNL COO. “Before PixieEngine™, this required triangulation, architecture, Internet access.”

HNL’s goal, said Mr. Lyon, is for PixieEngine™ technology to be ubiquitous.

“There has been tremendous growth in many of the global markets that HNL leverages,” said Mr. Lyon. “30% of the world’s population now uses the Internet, 2/3 of global Internet users are using social networking and location based services are forecasted to top \$8 billion in 2011.”

According to Mr. Lyon, HNL’s technology creates a new market space opportunity by delivering Internet, social networking and precise person-to-person location into the physical world.

The PixieEngine™ has been selected as an “Early Pick” Technology Presenter for the 2010 WBTshowcase (WBT2010), the prestigious global investment and licensing forum held March 16-17, 2010, in Arlington-DFW, Texas.

WBTshowcase

The WBTshowcase is the world’s premier event exposing undiscovered, revolutionary energy, life science, IT and physical science technologies emerging from top universities, labs and research institutions. Each WBT is a year long collaborative effort resulting in deals vetted and mentored by investors and licensees for investors and licensees.

www.wbtshowcase.com

Snapshot: Human Network Labs, Inc.
Human Network Labs, Inc. (HNL) has created a patent-pending technology platform that operates via a local peer-to-peer wireless network and does not require any infrastructure - Internet access, mobile service provider, WiFi or GPS.

The Technology

The PixieEngine™ is HNL’s patent-pending wireless based mobile platform with peer-to-peer operations that allow the precise localization and orientation of nearby people and objects with meter level accuracy within neighborhood scale.

The Opportunity

HNL applications span several global emerging markets in mobile device, social networking and consumer location. With an estimated usage of 4.1 billion mobile phones worldwide by the end of 2009, the market potential for Pixie Engine™ technology is vast, with it’s range of uses including asset tracking, way finding, virtual fencing, object hyper-linking, advertising and social networking.

The Goal

HNL seeks investment and licensing partners.

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