

LTE Sensor for advance  
Presence solutions

# P60 presenceSensor™

# 4G

Unlocking the value  
of location data



## Introducing the ip.access presenceSensor™

With the unique presenceSensor, ip.access has designed a device that can take operators into new territory for revenue generation and business models.

Fast and simple to deploy, the presenceSensors sit alongside the existing network without consuming valuable network connection resources, and with no need for complex network management and integration.

presenceSensors do not connect into the core network, but are designed to capture critical user information including location, dwell time, IMSI and range, to support Big Data Analytics applications such as footfall analysis.

By combining a precise location with the mobile subscriber identity, presenceSensors open up the potential for real-time, targeted presence-based marketing by the network operator, including loyalty promotions.

### “Always On” Location

Unlike location systems with only Wi-Fi or Bluetooth, which require users to turn on, opt-in and download an app, presenceSensors use the cellular network protocol to capture information from passing handsets - automatically, securely, and with no user intervention required.

The collected data can be enriched, anonymised and fed to other partners, unlocking valuable new revenue opportunities for the mobile operator.

## Targeted, fine-grain LBS

presenceSensors can be configured and optimally located to serve smaller, much more targeted areas than is possible using cellular Location Based Services (LBS). They can be configured to cover a particular area of a shop such as an entrance point, a promotions area, outdoor digital media or mobile point-of-sale.

## Application examples

- Retail and public spaces
- Footfall tracking
- Dwell time measurement
- m-commerce
- Security & Fraud Protection
- Push SMS Vouchers
- Big Data Analytics



P60 presenseSensor

# P60 presenceSensor

## The Who, Where and When of location

### P60 presenceSensor

#### presenceSensor coverage

|                          |   |
|--------------------------|---|
| Handset detection radius | Configurable, 2m - 50m depending on environment |
| Handset detection time   | 3 to 20 seconds (typical)                       |
| Data logging parameters  | Timestamp, IMSI, Range, Dwell Time              |

#### Handset compatibility

|                            |  |
|----------------------------|--|
| Air interface requirements | LTE support  |
| Handset state              | 2G/3G/4G idle  |
| Subscriber networks        | presenceSensor operator's PLMN, international roaming, and supported MVNOs |

#### presenceSensor unit

|                           |  |
|---------------------------|--|
| Operating mode            | LTE FDD  |
| LTE bands (by model)      | 2 (435R), 3 (435S), 7 (435V) (other bands available - contact ip.access for details) |
| Tx Power                  | Maximum of 30mW for 3MHz bandwidth<br>Maximum of 50mW for 5MHz bandwidth             |
| Channel bandwidth         | 3 or 5MHz  |
| Network Listen            | LTE  |
| Antennas                  | Internal   |
| Security - User data      | Secure Hashing, EU Data Privacy compliant  |
| Security - Backhaul       | TLS1.2<br>X509 certificate authentication with CRL                                   |
| Built-in Backhaul options | Wired Ethernet (RJ45 Ethernet port, up to 1Gbps)                                     |
| Other Backhaul options    | Connect to P110 for Wireless Backhaul  |

#### Optional Wireless Backhaul (P110 Unit)

|                     |   |
|---------------------|---|
| Operating modes     | 3G UMTS/HSPA+ with GSM/GPRS/EDGE fallback |
| 3G UMTS bands       | 1, 2, 5/6, 8, 19                          |
| GSM/GPRS/EDGE bands | 850, 900, 1800, 1900                      |
| SIM card socket     | Standard 2FF Mini-SIM                     |

#### Environmental, Physical & Power

|                         |  |
|-------------------------|--|
| Dimensions              | 188 x 137 x 46 mm on stand<br>176 x 130 x 34mm without stand |
| Temp. Range             | 0° to 45°C   |
| Operating humidity      | 10 to 70% non-condensing                                     |
| Ingress protection      | IP30   |
| Mounting                | Free standing, wall mounted or ceiling mounted               |
| AC power adapter input  | 100-240V AC, 50/60 Hz  |
| AC power adapter output | 12V DC, 16W maximum  |
| P60 power draw          | 16W maximum  |

### presenceSystem

