



# SME / Association / Researcher Profile Form



## FP7 Programme SECURITY Theme

Date (dd/mm/yyyy): 09/08/2009

Profile valid until (dd/mm/yyyy): 09/08/2010

### Section 1 - Contact details

<b>Organisation Name</b> (full name)	AeroScout Ltd
<b>Organisation acronym</b> (Abbreviation)	ASC
<b>Address</b>	3 Pekeris St.
<b>Postal code</b>	76702
<b>City</b>	Rehovot
<b>Country</b>	Israel
<b>www address</b>	www.aeroscout.com

<b>Contact person:</b>	
<b>Title</b>	CTO
<b>First Name</b>	Daniel
<b>Family Name</b>	Aljadeff
<b>Telephone</b>	+972-8-9369306
<b>Fax</b>	+972-8-9365977
<b>E-mail</b>	daniel.aljadeff@aeroscout.com

### Section 2 – Type of organisation

#### If you are an Enterprise

<b>Enterprise type</b>	<input checked="" type="checkbox"/> Private <input type="checkbox"/> Non profit	<b>Is your Company a Small-Medium sized Enterprise (SME)?</b>	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
	<input type="checkbox"/> Public <input type="checkbox"/> Other	<b>if YES, Number of Employees</b>	<input type="checkbox"/> < 10 <input type="checkbox"/> > 10 and < 50 <input checked="" type="checkbox"/> < 250
<p>According to Article 2 of the annex of Commission Recommendation 2003/361/EC of 6 May 2003, which applies from 01 January 2005, an SME (Micro, Small or Medium-sized Enterprise) is an enterprise which:</p> <ul style="list-style-type: none"> <li>• has fewer than 250 employees,</li> <li>• has an annual turnover not exceeding 50 million euro, and/or</li> <li>• an annual balance-sheet total not exceeding 43 million euro.</li> </ul> <p><a href="http://europa.eu.int/comm/enterprise/enterprise_policy/sme_definition/index_en.htm">http://europa.eu.int/comm/enterprise/enterprise_policy/sme_definition/index_en.htm</a></p>			
<b>Owned by a non SME:</b>		<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	



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Description of the organisation (max 1.000 characters):

AeroScout is the market leader in Unified Asset Visibility (UAV). AeroScout solutions use Wi-Fi-based Active RFID, sensors, RTLS and other technologies to provide complete wireless asset tracking and monitoring.

As a pioneer in the Wi-Fi RFID market, AeroScout's solutions are used by hundreds of customers worldwide in healthcare, manufacturing, logistics and other industries to automate business processes and deliver context-aware applications.

AeroScout Unified Asset Visibility solutions utilize the power of Wi-Fi wireless networks to provide real business benefits through Real-Time Location (RTLS), Active RFID, sensors and telemetry.

AeroScout uses standard Wi-Fi and other wireless networking standards to accurately track the real-time location and status of valuable assets such as equipment or people. With AeroScout's innovative MobileView software, customers turn visibility data into everyday decisions, to improve efficiency and ultimately drive a fast ROI.

### If you are an Association

<b>Association type</b>	<input type="checkbox"/> SME <input type="checkbox"/> Industrial <input type="checkbox"/> Cultural <input type="checkbox"/> Civil society <input type="checkbox"/> Other:	<b>Sector of activity</b>	
<b>Description of the association</b> (max 1.000 characters):			

### If you are a research organisation

<b>Research Organisation type</b>	Research Organisation ( <input type="checkbox"/> Private <input type="checkbox"/> Public) High Education School / University / Institute ( <input type="checkbox"/> Private <input type="checkbox"/> Public) <input type="checkbox"/> Other, please specify:
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Description of the organisation (max 1.000 characters):

### Section 3 – Sector of interest

<b>Further information on the sector of interest</b> (max. 500 characters)	AeroScout is seeking participation in projects involving real time location (RTLS) of active RFID tags, Wi-Fi clients, tag telemetry, etc. Tag location using different technologies like TDOA, RSSI and GPS, including use of chokepoints in both Wi-Fi and UWB networks.
<b>Research topic according to the work programme</b>	Topic SEC-2010.3.2-1 Monitoring and tracking of shipping containers

### Section 4 - Description of your expertise

<b>Description of the expertise</b> (max 2.000 characters)	<p>Unified Asset Visibility (UAV) solutions unify all enterprise visibility data on a single Wi-Fi-based platform to automate business processes and deliver context-aware applications. The AeroScout system was designed to work in practically any environment (both indoors and outdoors), and with the flexibility to meet numerous application needs. With AeroScout's Wi-Fi-based Active RFID tags, customers can monitor any mobile asset over their wireless LAN; and with AeroScout MobileView, they can visualize a wide range of information about their assets, and apply a consistent set of business rules to this visibility data.</p> <p>Key Benefits</p> <ul style="list-style-type: none"> <li>• Multiple visibility technologies to suit all needs: AeroScout is the only provider to offer all forms of visibility, from real-time location to presence detection, choke-point visibility, sensors and telemetry. AeroScout solutions bring together RTLS, Active RFID, Passive RFID, GPS, UWB, wireless sensors and other technologies on a single Wi-Fi platform thus providing a true real-time location based on both accurate TDOA and RSSI methods, suitable for indoor and outdoor environments, from corporate offices to harsh industrial areas.</li> <li>• Standard Wi-Fi infrastructure: The AeroScout solution utilizes standard wireless networks for its communications protocol, keeping the infrastructure cost low and enabling enterprises to gain more benefit from their existing WLAN.</li> <li>• Visibility of any valuable asset: Tracks the location and status small, battery-powered Wi-Fi Active RFID Tags and standard Wi-Fi devices that can be used to track people and a variety of assets and equipment.</li> <li>• Enterprise-class application platform for real-time visibility: AeroScout MobileView is an industry-leading end-user application for visualization, asset tracking, alerting and reporting, as well as an integration platform for delivering location-based services to third-party applications. MobileView turns location information from any source into everyday business value</li> </ul>
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<b>Keywords describing the expertise offered</b> (please complete as required)	1. RTLS 2. Asset tracking 3. RFID
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### Section 5 – Your previous experience in FP projects

<b>Former participation in FP European projects?</b>	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
<b>If YES (please specify)</b>	Project title: Acronym:
<b>Activities performed</b>	<input type="checkbox"/> Research <input type="checkbox"/> Demonstration <input type="checkbox"/> Training <input type="checkbox"/> Technology <input type="checkbox"/> Dissemination <input type="checkbox"/> Management <input type="checkbox"/> Other:
<b>Please describe briefly your role in the project</b> (max. 700 characters):	

### Section 6 – Expectations

<b>Term commitment</b>	<input type="checkbox"/> Short (< 1 year) <input checked="" type="checkbox"/> Medium (1 to 3 years) <input type="checkbox"/> Long (more than 3 years)
<b>Commitment offered</b>	<input type="checkbox"/> Research <input checked="" type="checkbox"/> Demonstration <input type="checkbox"/> Training <input checked="" type="checkbox"/> Technology <input checked="" type="checkbox"/> Dissemination <input type="checkbox"/> Management <input type="checkbox"/> Other:
<b>Proposed role in the project</b>	<input type="checkbox"/> Coordinator <input checked="" type="checkbox"/> Work package leader <input checked="" type="checkbox"/> Partner <input type="checkbox"/> Other role:
<b>Expected results for your organisation</b> (max 500 characters)	Penetrate into the container tracking market and improve AeroScout presence in similar existing markets due to a new system and technology. AeroScout as a complete solution provider will be able to provide enhanced solutions to markets and applications not possible with the current system. Offer a new



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	suite of products providing better performance, higher deployment flexibility and higher ROI to the customer. Cooperate with other FP partners to promote sales in Europe and other areas.
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### Section 7 – International cooperation

<b>Are you interested in international cooperation?</b>	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
<b>If YES, Please specify the geographical area(s) of interest</b>	<input checked="" type="checkbox"/> Mediterranean area <input type="checkbox"/> Balkan area <input type="checkbox"/> Russia and NIS (Newly independent States) <input checked="" type="checkbox"/> Asia <input type="checkbox"/> Africa <input checked="" type="checkbox"/> South America <input checked="" type="checkbox"/> Other: Europe

In respect to the Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 Right to the Protection of Personal Data, I authorize the use of my personal data

PLEASE COMPLETE AND RETURN IT TO: