

reelyActive Blurbs

What we do (~140 characters)

Our Smart Spaces create a marketplace for real-time, real-world contextual data on a human scale. Our business is Context-as-a-Service.

What we do (~60 words)

reelyActive enables Smart Spaces that understand the context of what's happening in real time by detecting and locating the people and objects that are present. By connecting everyone and everything to their existing digital profiles, the space becomes capable of understanding and adapting to our presence. Our technology platform empowers third-parties to develop their own contextually-aware products and experiences.

Ce qu'on fait (~60 mots)

La technologie de reelyActive permet de créer des espaces intelligents qui comprennent le contexte de ce qui se passe en temps-réel, en détectant et en localisant des personnes et des objets. En faisant le lien entre les identités et leurs profils, l'espace devient capable de comprendre ce qui s'y passe, et ainsi s'adapter à notre présence. Grâce à notre plateforme, des entreprises sont capables de créer des produits ou des expériences contextuelles.

Not only what, but also why (~120 words)

Every person, every object and every place has a story to tell, something of value to share. Moreover, these people, places and things are increasingly associated with a wireless device, billions of which are joining the Internet of Things annually. Via the spaces in which we interact, reelyActive technology identifies these devices and connects each with their online stories so that anyone, or anything, can discover and consume what they have to share. We unlock the value of the data you choose to share by telling the right story to the right audience at the right time. Our Smart Spaces create a marketplace for real-time, real-world contextual data on a human scale. Imagine, Context-as-a-Service.

What makes us different (~120 words)

The so-called Internet of Things, in which reelyActive is a pioneer, is a nascent market. Despite much media attention in very recent times, there are few entities making measurable gains toward the realisation of its full potential. Unlike most companies which are focusing on closed technologies with defensible IP supporting existing business models, at reelyActive we've taken the bold approach to open source our software, publish our IP in scientific articles and champion new business models arguably more appropriate for the Internet of Things. This approach has facilitated partnerships with entities sharing a similar vision, most of which are based internationally. Moreover, it has brought us international acclaim in contests such as Startup World and CODE_n.



Facts

Founded: July 2012
Headquarters: Montreal, QC, Canada
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Links

Website: <http://context.reelyactive.com>
Online store: <http://shop.reelyactive.com>
Blog: <http://reelyactive.com/blog>
Developer page: <http://reelyactive.github.io>