

Renew  
Media Metrica Ltd.  
38 Spital Square  
London  
E1 6dy  
**Media contact:** [press@renewlondon.com](mailto:press@renewlondon.com)  
**Telephone:** (0203) 6687085



## **MEDIA RELEASE**

**Thursday Jun 06, 2013**

**FOR IMMEDIATE RELEASE**

---

# **Renew launches ‘Renew ORB’ technology**

## **Renew unveil new integrated hardware to detect smartphone devices in real-time**

Renew have begun the beta testing of Renew ORB technology – an exclusive device assembled within the Renew Pods that detects smartphones by proximity, speed, duration and manufacturer through unique MAC addresses on smartphones and tablets.

The device has been installed to measure variables in market share between mobile handheld providers within the City’s Square Mile – the highest concentration of professionals in Europe. It also provides real-time information of flow patterns and behaviour in the City by measuring the frequency of unique MAC addresses passing the Renew Pods.

The technology enables clients to accumulate data readings that will aid in compounding statistical analysis on trending demographics in high profile locations (and particularly a client’s own market share within the City relative to peers in the handheld manufacturing example).

Over the course of the four-day trial run (between May 21 to May 24; four working days prior to the Bank Holiday), the Renew ORB technology registered over 330,000 devices in the three key areas of Liverpool Street, Bank and Cheapside. The results over the four days showed the highest capture of devices were at locations on Cheapside, with the highest reading of over 57,000 devices on Wednesday 22, at the Renew Pod outside of New Change by St Paul’s.

Kaveh Memari, CEO of Renew said: *“The implications of the Renew ORB venture is a pivotal moment for Renew. Screens, posters and billboards have always been part of building brand fame and share of voice. Global companies like Coca Cola have built enduring businesses on these principles, which have traditionally been more about values rather than real-time measurement. With the Renew ORB technology, we will cookie the street, the implication of which will be significant for this medium.”*

Thomas Sheppard, the collaborating manufacturer of the Renew ORB technology, said: *“Our presence detection technology has recently won a grant award from the Raptor SME competition, which has facilitated introductions to innovative organisations such as Renew.”*

For further information on the Renew ORB technology or extensive results of the four-day trial – **including an ordered list of handheld manufacturers dominating the City of London market** – please contact [press@renewlondon.com](mailto:press@renewlondon.com)

---

### **About Renew:**

Renew provides a live stream of content broadcast across on-street information and recycling terminals called 'Renew Pods', currently deployed in London, New York, Dubai and Singapore. Thank you for your interest. @RenewTweet, [www.renewlondon.com](http://www.renewlondon.com)