



Llywodraeth Cymru  
Welsh Government

Innovation

## ZoneArt Networks

An innovative start-up business has developed what it describes as “the fastest and most accurate Wi-Fi geolocation solution in the world”, with Welsh Government support.



ZoneArt Networks' co-founders Dr Peter Kenington and Nick Shaw with their innovative product, “Follow Spot”

Devauden-based ZoneArt Networks was founded in 2013 by technology entrepreneurs Dr Peter Kenington and Nick Shaw, who spotted a gap in the market for new uses of Wi-Fi technology.

The duo were convinced they could significantly improve existing geolocation technology by using Wi-Fi to locate people or objects via handheld devices. Setting up their company in a small Welsh village, near Chepstow, enabled them to access Welsh Government support when developing their new product.

ZoneArt Networks used that support to develop “Follow Spot”, a geolocation system with numerous applications. It can be used in retail, for example, to track exactly what a customer is looking at in a shop, or in healthcare, to track patients, staff and assets as they move around a hospital. While there are geolocation systems on the market, ZoneArt's is unique because it operates from one access point, rather than several; is accurate to tens of centimetres, rather than several metres; and provides real-time geolocation data, rather than with a delay of several seconds. Plus, it doesn't require a user to download an app.

### The Business Key Achievements:

- Developed the world's most accurate real time Wi-Fi geolocation technology
- Collaborated exclusively with Wales-based suppliers and manufacturers
- Created two senior engineer posts
- Filed 12 patents in the UK and 7 internationally

The Welsh Government's innovation team provided advice and support at every stage of the technology's development, even introducing the company to third-party suppliers and manufacturers in Wales who could help to produce the end product.

Examples of this support include a technical and commercial feasibility study, which contributed towards an initial market assessment and to plans for the technology 'de-risk' work. This insight enabled the company to assess the viability of their new product before applying for an industrial research grant, which contributed to the cost of developing a working prototype.

A further exploitation phase grant enabled ZoneArt Networks to produce the end product, for which the company went on to file 12 UK patents with guidance from the Welsh Government.

ZoneArt Networks has since developed a new cybersecurity solution called ZoneOut, also with Welsh Government funding. This allows Wi-Fi network owners to deny users network access based on their physical location.

Dr Kenington and Mr Shaw credit the Welsh Government support they have received with enabling the project to take place and accelerating the rate of its development – helping the business remain ahead of its competitors.

In September 2017, ZoneArt Networks' Wi-Fi access point was installed at St James' Church in Devauden, where demonstrations attracted potential customers from around the world.

Innovation funding supports the key objectives of the 2015 Wellbeing of Future Generations Act, particularly the creation of a more prosperous Wales. While the full economic impact of this new technology is yet to be seen, the company has already employed two senior engineers to work within the business. During the next 12 months, the company plans to recruit additional high-skilled technical people and target a number of vertical markets in the UK, Europe and the United States. Its aim is start shipping its product globally.

"It's not only the Welsh Government's financial support that has been of great help, it's also the people we have worked with at the Welsh Government. Professional, down-to-earth and hands-on, they have helped us through the various stages of grant applications and provided helpful introductions to both third-party contractors as well as customers. Without this support it is unlikely we would have been able to complete the research and development required." **Nick Shaw, co-founder and CEO of ZoneArt Networks Ltd.**

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To find out more about funding and support from the Welsh Government | 03000 6 03000  
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