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Proxense: Proximity Technologies

Launching this month is Bend, Oregon-based [Proxense](#) .

From [The Bend Bulletin](#) in May of 2008:

It sounds futuristic, but imagine paying for your morning latte with a wireless wallet that never leaves your pocket. Instead of leaving cash or a card, all you leave at the counter is your fingerprint.

Or seeing a new doctor without filling out reams of redundant forms because your medical history was downloaded the minute you entered the office.

These are just two of the possibilities John Giobbi and associate Matt Davio have developed for technology Giobbi has patented: a secure, proximity-based wireless communication system that makes use of pocket-size transmitters to share personal or financial data.

Giobbi and Davio live in Bend and work for Proxense LLC, the private company Giobbi founded in 2001 to develop the technology.

As Giobbi and Davio envision it, their technology would allow people to load personal data onto a small microchip. It would be fitted to a battery and then placed in a small key fob (like many car owners use to remotely unlock their vehicles) they could carry in their pocket. The chip would be readable by merchants, health care providers or other users once the user comes within range of antennas in a store or office.

"This could be your virtual wallet, your keys and your identification," Giobbi said.

The thing that makes Giobbi's technology different from existing RFID, or radio frequency identification, technology already in use with magnetic key cards and electronic toll collection systems is a much greater range — about 300 feet compared with a few inches — and its use of biometrics and two-way communication in order to authenticate and encrypt transactions, Giobbi said.

RFID chips are small, inexpensive and not usually powered, Giobbi said. Without power, they can't perform encryption functions, unlike Giobbi's. Giobbi said he has filed more than 25 patents on his technology.

"It's extremely secure," Giobbi said. "The security is the major part of the technology's development."

Dr. Ryan Gallivan, a Bend-based ear, nose and throat doctor whose son plays basketball with Giobbi's son, said his jaw dropped when he first heard about the technology. Gallivan said the technology, because it's proximity-based, could automate a doctor's office in revolutionary ways.

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It could, for instance, end the need to fill out forms as the patient's entire medical history would be stored digitally in their key fob. It also could be loaded onto a chip and imbedded in the identity bracelet a patient gets when he or she checks into a hospital.

Another prospective use is attaching a sensor to a computer, making it log a user on or off depending on whether the user is close to it. This is a big deal, Gallivan said, because the Health Insurance Portability and Accountability Act requires that his computer log him out after more than 60 seconds of inactivity.

With a key fob in his pocket that could authenticate him when he neared the computer, Gallivan said he would be able to resume working without having to waste time logging back in. Gallivan estimates he signs onto his computer at least 250 times a day.

"It's an incredible hassle and waste of time," Gallivan said.

The technology also could be put to work tracking equipment, supplies or even employees in a hospital, said Giobbi, all of which could be monitored in real time like air traffic.

"This revolutionary technology will only serve to enhance patient experience in the hospital and clinic setting," Gallivan said. "It will optimize efficiencies, but most importantly, it will save lives and improve quality of care. I could foresee most patients, offices, providers and electronic medical records companies around the country utilizing this technology."

Take a look at their [four patents here](#) , and especially note this one on **Digital Rights Management** issued 12/30/2008:

A method of managing digital rights comprises the following steps. First, a physical electronic key containing a first activation code is provided to a requesting user. Second, locked digital content is provided to the requesting user. The digital content is encoded with a second activation code associated with the first activation code. Third, the locked digital content is received in a playing device that reads the first activation code and determines whether the first activation code is associated with the second activation code. Fourth, the playing device is enabled to unlock and play the digital content if the first activation code is associated with the second activation code. A digital right management system for implementing the foregoing method is also disclosed.

US PATENT

7472280

John Giobbi/Proxense

Proxense is one to watch in 2009....

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