

 Noam Bardin

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Noam Bardin 

Helper, Advisor, Investor

OCT 13, 2015

**Ehud Mendelson**  • 3:10 pm**Car broadcasting innovation**

Dear Noam,

Over the years we communicate with Google about our innovation, our newest patent - car broadcasting as well as transportation using RF beacon and - making the car as a beacon may be interesting to you and Google and may fit very well with Google Car's project as well with the LBS services projects.

our Company is a pioneer in the exciting emerging and largely untapped market for beacons to support LBS – Local based services for the outdoor and the indoor. Our intellectual property, which dates back to 2005, also covers the the technology and the application needed for indoor and outdoor use.

Over the years we have contacted most companies in the field and notified them about our ideas, our patents and our

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about our ideas, our patents and our intellectual property. It's now apparent that we were more than a few steps ahead.

Recently there has been a fundamental shift in the markets towards the direction that we had anticipated and talked long time ago. Major companies like Apple, Google, Samsung Facebook and others are entering the market and it is anticipated that all the market will follow, making the RF beacon, the indoor LBS and navigation the biggest and most promising market of marketing and advertising in the years to come.

Our intellectual property consists of 15 patents: dating back to early 2005, representing the most complete portfolio of beacon intellectual property.

With your company move to adopted deployment of RF beacons and awakening to the huge possibilities we believe that our IP may be the key to establish dominant positions in this promising field and we are open to business discussion.

More information and presentation can be

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More information and presentation can be view on-line at <http://blueumbrellallc.com>
Direct presentation at <http://indoorview.com/shortblue.pdf>

Regards,
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