

**Project: IEEE P802.15 Working Group for Wireless Personal Area Networks (WPANs)**

**Submission Title:** Panasonic Response to 15.7r1 CFA

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**Abstract:** Applications for optical camera communication system

**Purpose:** Call for Applications Response

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# Application: Hospitality of Public Service

## Guide board/Signage

Offering traffic/travel info  
by just holding smartphone over the guide board/signage



## Guide board translating service

Offering translated info to each language  
by just holding smartphone over the guide board/signage



# Application: O2O Marketing

## Store sign/Signage

Getting coupon/traffic info through holding smartphone over the store sign

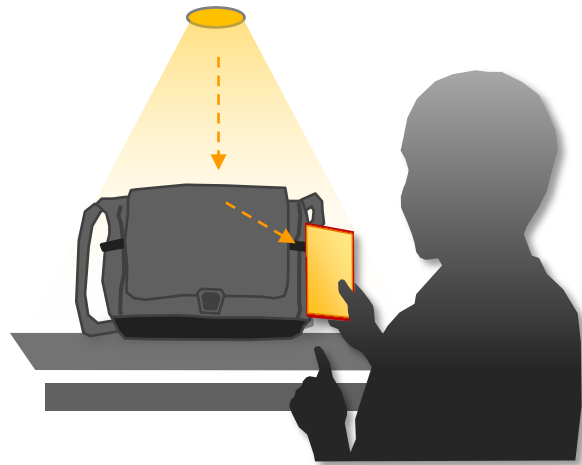


## Ad sign

Getting coupon / detail store info through holding smartphone over the ad sign



# Appearance



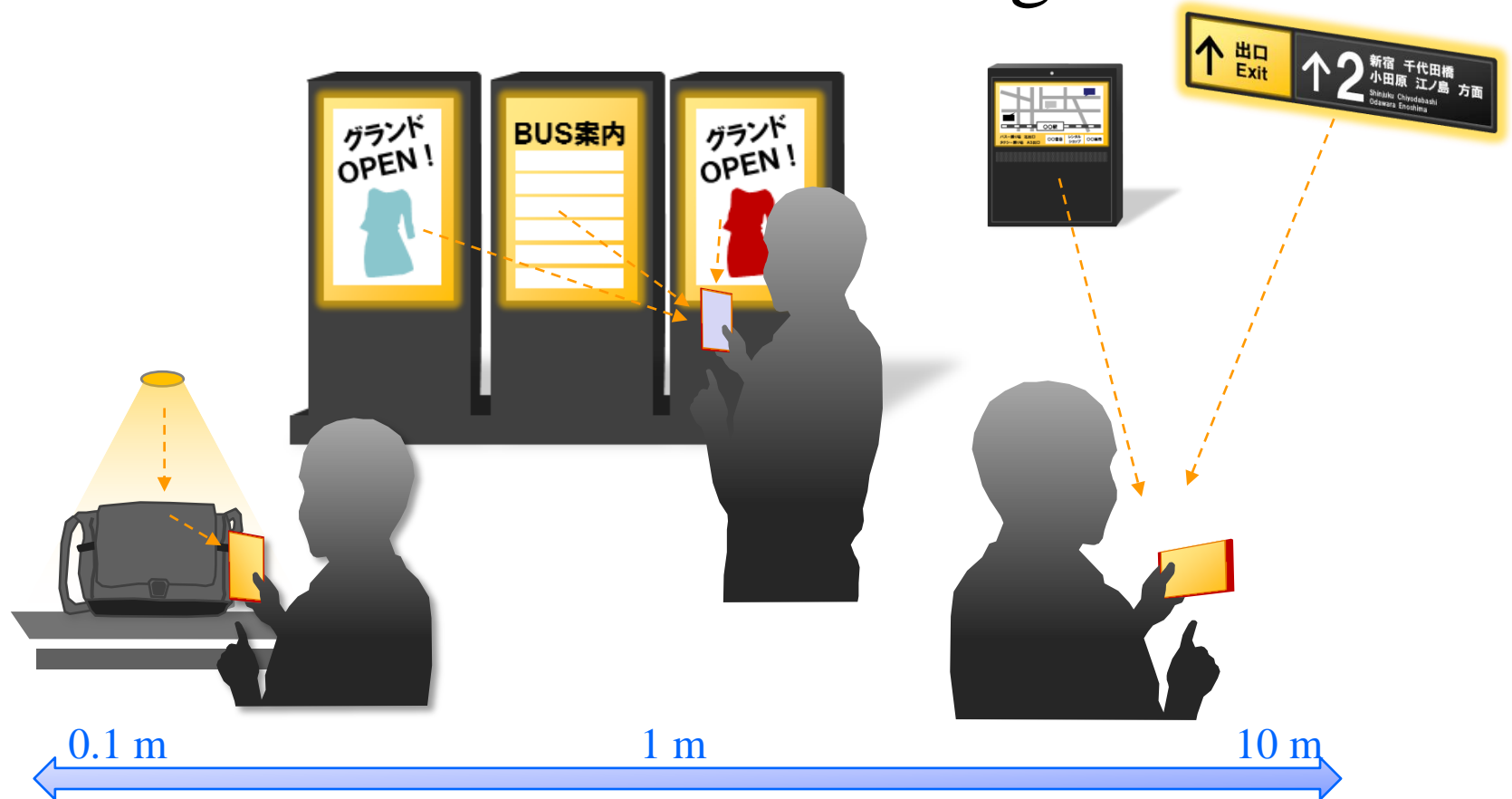
Flicker of light fittings  
must be imperceptible



Original design should not be impaired

The standard provides at least one OCC PHY mode that works without flicker not only for human eyes but also for cameras

# Communication Range

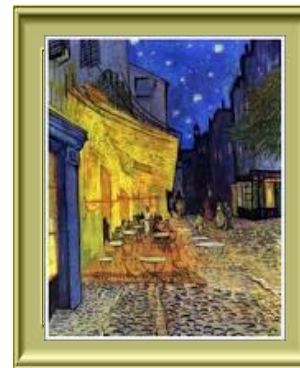


The standard provides at least one OCC PHY mode whose communication range includes 0.1 – 10 meters

# Reflected Light



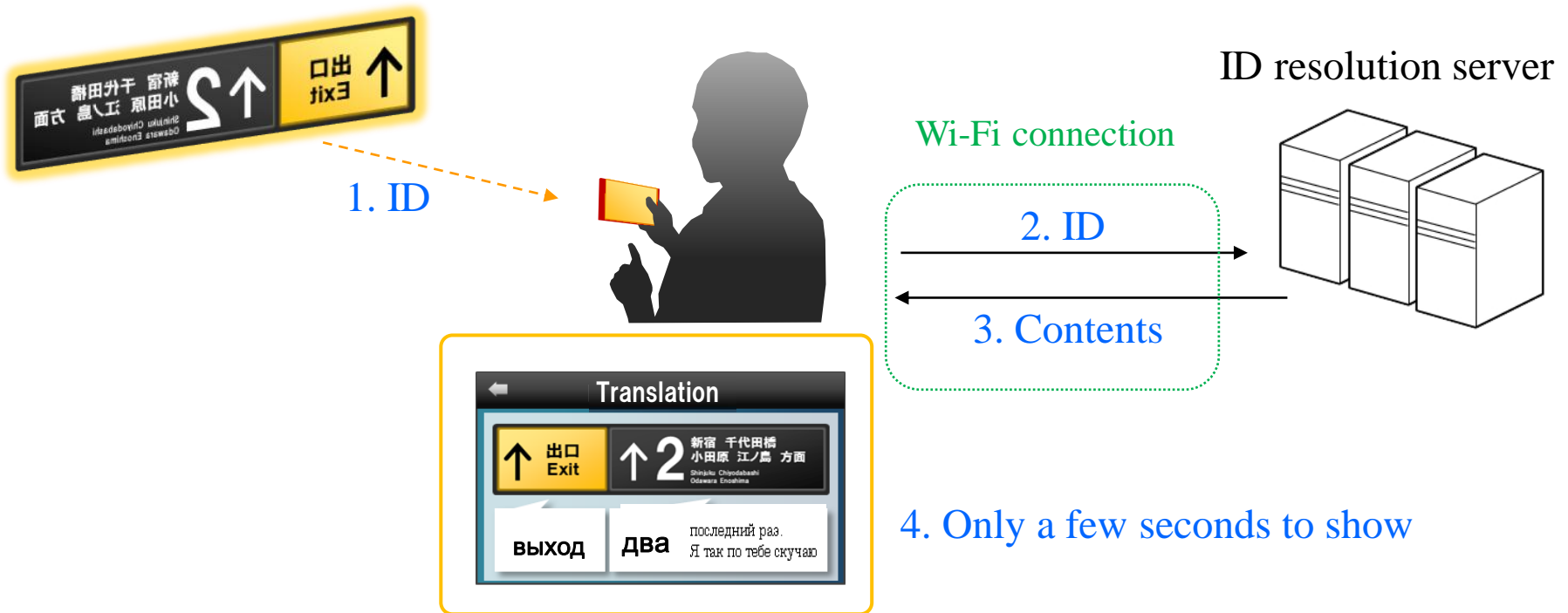
Goods information



Exhibition guide

The standard provides at least one OCC PHY mode that supports communication via reflected light

# Response Time



For quick response, receiver receives a short ID and get related contents via fast connection (e.g. Wi-Fi)

The standard provides at least one OCC PHY/MAC mode that supports short (8-128 bits) ID transmission within a second

# Summary

We suggest

1. The standard provides at least one OCC PHY mode that works without flicker not only for human eyes but also for cameras.
2. The standard provides at least one OCC PHY mode whose communication range includes 0.1 – 10 meters.
3. The standard provides at least one OCC PHY mode that supports communication via reflected light.
4. The standard provides at least one OCC PHY/MAC mode that supports short (8-128 bits) ID transmission within a second.