



# LooUQ

Sense • Know • Act

## Sense

See farther,  
see more,  
see new dimensions

## Know

Use remote data to  
gain new insight and  
understanding

## Act

Act decisively with  
confidence and improve  
business outcomes

### **LooUQ /loo k/ verb**

The act of building your idea for a smart, connected product rapidly, robustly and securely.

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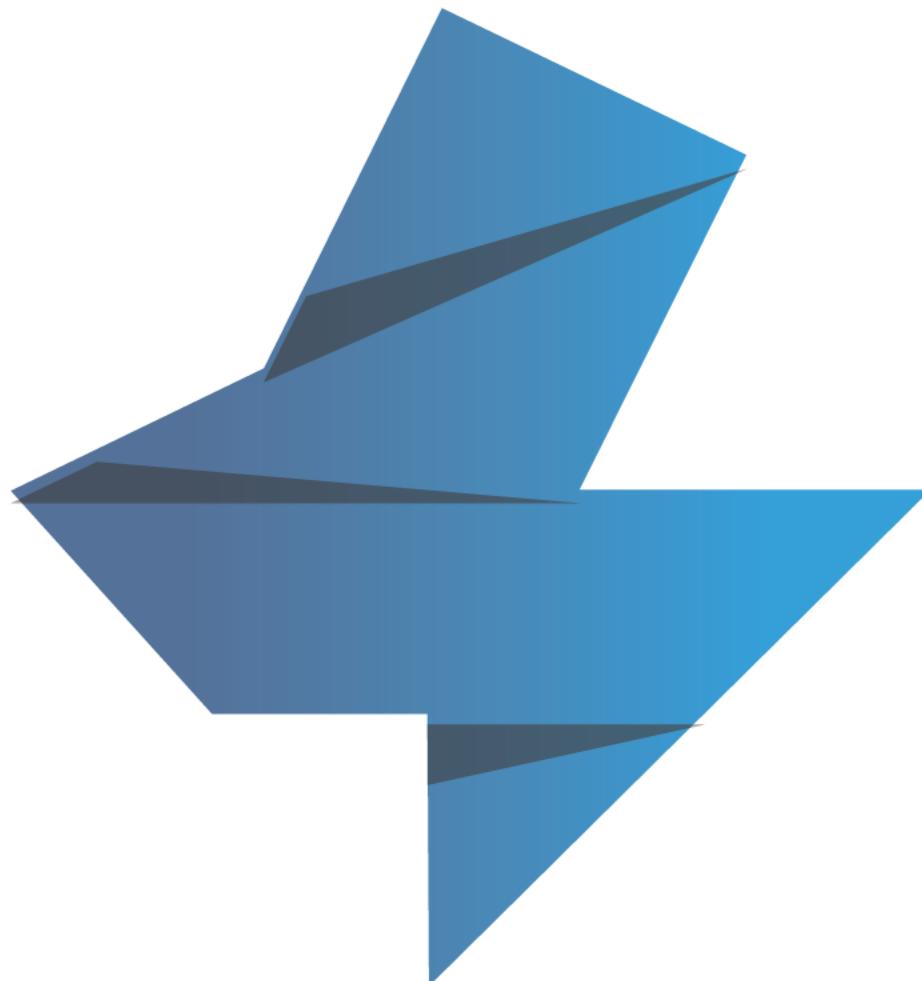




# LooUQ Cloud

## Use Cases

- Digital signage content delivery
- Remote device payment processing
- Agriculture process monitoring
- Remote device service monitoring
- Smart city infrastructure monitoring
- Remote asset service management
- Usage monitoring metering
- Asset tracking



## Circuit River

### LooUQ's Hardware Devices

Circuit River is our line of advanced communications devices, designed to work in concert with LooUQ Cloud but equally capable alone in any embedded project.

Circuit River also includes adapters to make product prototyping fast and productive.



### Circuit River LTEm1

LTE CAT-M1

IoT Specific Cellular Communications

### Rapidly Prototype Your Idea

Using our Cloud Assisted Device Application (CADA) templates, your device is actively sensing and sending data back in hours not weeks. The application you kickstart with our templates is full production ready, not simply a throw away model of what could be.

### Demonstrate Your Idea and Functionality Quickly

The straight to the solution nature of our CADA device model allows for rapid ideation by migrating complex features and functionality out of your device application into the LooUQ Cloud.

### Flexible Device Options

Using a mix of diligently selected industry standard development boards, MCUs and our LooUQ Circuit River wireless devices your device application takes shape with snap-together ease. Processing, communications, power, and physical enclosure all designed to work together.

### Device Security from the Ground Up

Solid security starts from the model of trust. LooUQ Cloud minimizes attack surfaces by establishing a minimal trust model. No shared device credentials and no cloud-initiated connections. LooUQ Cloud keeps your devices and your enterprise network safely isolated, yet in constant contact.

### Scale with Cloud Speed

When your idea is market ready, LooUQ Cloud allows your IoT product to scale as rapidly your prototype took shape with our device templates. LooUQ Cloud is based on the strength and security of the Microsoft Azure cloud.