Combining state-of-the-art, low-power ePaper technologies, long-range wireless technologies, and a cloud-controlled infrastructure, BluBoard is the first No Wire, No Power, Cloud-Connected display system built for ease-of-use. The ePaper reflective design is easy on the eyes and blends in with the background when you are not looking for it, making it popular for messaging queue stands, light wall signage, and outdoor information kiosks.

Because BluBoard is the world’s most adaptable digital display, a highly adaptable partner was needed to bring it to fruition. MultiTech’s trustworthy products, quality service, and extensive certifications made them the right partner to help bring BluBoard to market.

**Unique Customer Reach Challenges**

“‘The MultiTech Conduit solution, with LoRa® mCards and Verizon backhaul has given our ePaper cloud IoT product BluBoard the ability to solve customer reach problems throughout noisy and otherwise unreachable spaces, without intensive development,’” explained Mark Lorkowski, CEO of BluBoard maker LorkTech. “Integrating and adding LoRa range was simple, and allowed us to focus on other parts of development within our ecosystem.”

**Problem**

Wireless failover, wireless replacement, parallel networking, remote equipment management and control, facility automation, and secure digital transfer

**Solution**

MultiConnect® Conduit™, MultiConnect® mCard™ & MultiConnect® mDot™

**Benefits**

- Shortened concept to market cycle
- Responsive expertise
- Ease of use
- Flexibility to respond to real-time schedule changes

**BluBoard Shortens Concept-To-Market Cycle of LoRa Concept Product with MultiTech**

**Powered by MultiTech**
BluBoard faced many challenges that MultiTech helped overcome, including wireless failover, wireless replacement, parallel networking, remote equipment management and control, facility automation, and secure digital transfer.

Working with MultiTech, the BluBoard team was impressed with not only the product quality, but the responsive expertise and access to innovative and cutting-edge technology they received. While BluBoard did consider Cradlepoint and Sierra Wireless, MultiTech was ultimately chosen for its proven leadership in LoRa-based systems and for its reputation for keeping business connected to assets through technological innovation. MultiTech had the required products and experience, and was able to dramatically shorten concept-to-market cycle of a LoRa concept product. MultiTech was also highly recommended by its partner company Verizon.

**Fast Results**

BluBoard used MultiTech’s MultiConnect™ Conduit™ IP67 Base Station, a ruggedized Internet of Things (IoT) gateway solution designed for outdoor LoRa public or private networks. It can support thousands of LoRaWAN™-certified end nodes such as MultiConnect™ mDot™, and it provides durable, low-power, wide-area connectivity.

“With MultiTech, we were able to shorten our concept to market cycle of a LoRa concept product from a predicted six months to just a few weeks with the help of their team,” said Lorkowski. “I am very happy to be working with MultiTech, their products, and their team.”

BluBoard was pleased with the overall experience of working with MultiTech. Its ability to provide the fastest time-to-market solutions, as well as its responsive to unique customer challenges sets MultiTech apart. The BluBoard team found MultiTech easy to collaborate with, capable of retrofitting existing equipment, and able to keep the entire process simple with trustworthy products, quality service, and the required certifications.

Ready to learn more about how MultiTech products can take your business to the next level? Contact our team of experts online at MultiTech.com today!

For additional information, contact: sales@multitech.com