Ohio MSBDC Business Success Profile: Bluetronix Inc.

By Donald Matthews *10/19/09*

Bluetronix has successfully demonstrated the latest in mobile communications and wireless sensing networking technology to both the military and commercial world. Founded in 2002 and located in Chagrin Falls, OH, and Maumee Ohio, Bluetronix has successfully developed and demonstrated a fully functional advanced wireless communication networks using a technology called Swarm Intelligence. This is based on intelligent behaviors of simple social insects like ants. The company has developed a group of algorithms for data routing, location service and wireless ad hoc capability. These unique communication network systems are able to function reliably under any condition due to Bluetronix developed advanced mathematic algorithms and their unique designed modular tiny radio hardware. Unlike traditional wireless network structures, these Bluetronix *Swarming* systems can operate with complete independence of any infrastructure has mobility, can scale and self-configure with any topographical changes. This cutting edge technology allows individual communication points to link together to create an artificially intelligent "on-demand" biological based communications network that is self-forming, self-healing, self-adapting, robust and reliable.

Bluetronix has been working with William "Tom" Southards, Director of the N.E. Ohio Manufacturing Small Business Development Center (MSBDC) in conjunction with Kent State University. Mr. Southards has been very helpful in assisting Bluetronix through a period of growth and transition in an advisory type role in program and product development as well as both commercial and government relationship building and networking. *"Bluetronix has enjoyed working with Tom Southards and the KSU SBDC and we look forward to working together for pending efforts. His knowledge and support has been very helpful*", says Bluetronix President and Founder Mark J Heiferling. Bluetronix was able to develop their technology through partnerships with the military's advanced research unit of DARPA, the space agency NASA, and recently the Toledo based Rocket Ventures. Through these relationships Bluetronix was able to secure over 2 million dollars through an SBIR contracts with DARPA and two DARPA follow-up Phase II Enhancements awards. DARPA has been the primary sponsor for ultimately taking this to the battlefield for tactical radios, sensors, UAVS, all for instant mobile ad hoc connectivity.

Bluetronix is currently advancing towards transforming these prototypic systems into commercial products consisting of tiny intelligent modular devices that can be utilized in a wide range of applications from temperature, pressure, to sensing for any embedded sensors. Products forecasted 2010-2011 include industrial markets for wireless sensors (temperature & pressure), instrumentation and controls.

According to Bluetronix this technology in their modular small factor format of micro-radios, has the power to revolutionize the way we connect and compute not only with each other but also with the environment around us by enhancing information access and ultimately providing ubiquitous data acquisition to the users. In essence, the next Internet is the one you don't see could be built on this technology and bring great efficiency to the industrial and consumer world. Bluetronix President Heiferling has projected sales of $50 million or greater by 2015 with an estimated 81 new high tech jobs created by 2013. These numbers pale in comparison with the potential this technology has to change the world in which we live in ultimately.

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