

CASE STUDIES

Conception to Execution

DavekNY

d a v e k
New York

DavekNY is an Umbrella company from New York specialised in building strong and durable umbrellas.

 Cumulations®

www.cumulations.com

Client

DavekNY is an Umbrella company from New York specialised in building strong and durable umbrellas. <http://davekny.com/>

User Problem

DavekNY is a manufacturer of high quality umbrellas which comes at higher price than regular umbrellas. Users tend to lose their umbrellas on the go and started complaining a lot as they have paid higher price. In this product we are preventing users from losing an umbrella. DavekNY raised a kickstarter fund to solve this problem



Client benefits

We worked very closely with the client's firmware team. Client had made failed attempts in implementing the solution using BLE connection mode. However, Cumulations with deep expertise & prior experience with BLE and looking at the solution's use case proposed Advertisement based approach. We closely worked with the firmware team in transitioning of the hardware from a BLE device to an iBeacon. At the app side we customised the default behaviour of the default SDK in iOS and made sure we are using the right technologies at Android side so that the working of both the platform apps is the same. During the project we also hit roadblocks during iOS 9 release which we overcome by our team's strong experience in IoT and BLE device interactions.

App Solution

Davek Loss alert umbrellas comes with a beacon placed in the umbrella. Users can add those umbrellas into their app and hence turn on loss alert. Whenever user forgets the umbrella and walks about 25-30ft , the app will notify the user that he/she has forgot the umbrella. Users will get the notification even when

the app is not opened for a while. Since communicating with BLE devices is a battery intensive process, app has given options to save battery like turning off loss alert whenever not required and turning on power saver mode.

- <http://davekny.com/collections/umbrellas2/products/the-davek-alert-connects-to-your-phone>

- <https://itunes.apple.com/us/app/davek-loss-alert/id971970212?ls=1&mt=8>

- <https://play.google.com/store/apps/details?id=com.davek.daveklossalert>

- <https://www.youtube.com/watch?v=PC-OtiHW9-c>

Client Testimonial

Wonderful team to work with—from inception to app publishing. I found Cumulations team to be exceptionally professional to work with throughout the development process. The team’s insight, suggestions, steady temperament and clever workarounds were invaluable for our project. We exceeded our expectations while remaining within budget. I recommend them highly.

Dave Kahng

CEO, Davek Accessories

