Subject: Letter of support

Dear all,

In my role as Senior Program Director, Future Directions, at IEEE, I oversee multiple initiatives and projects. In 2019, IEEE launched the Digital Reality Initiative to support Digital Transformation in the enterprise. IEEE defines Digital Reality as a combination of IoT, machine learning and artificial intelligence, and visualization technologies such as Extended Reality (a catchall term for augmented, mixed and virtual reality). As a global initiative, we engage with stakeholders from a wide range of industry, academia and government.

I have personally worked with Nicholas Napp, the CEO of Xmark Labs (and the Principal Investigator on this project) for more than three years. I consider him a well regarded expert in many areas of Digital Reality, particularly IoT and Extended Reality. Mr. Napp has been a frequent speaker and panelist at IEEE events such as COMPSAC, CCNC, ICCE, and IEEE Technology Time Machine, as well as industry events such as Augmented World Expo 2020. He has a deep and practical understanding of Digital Reality technology, and the challenges Digital Reality projects often present.

During the past six months, Mr. Napp has kept me informed of Xmark Labs' progress with their low-cost sensor platform. It is clearly designed to solve a very real problem. The winners in the history of technology are almost always those who can dramatically redefine the cost of technology deployment. The proposed product does exactly that. It is also an example of exactly the type of product the Digital Reality Initiative represents. Based on their technical and industry knowledge, I am confident that the Xmark team can deliver a world-class product that will have significant impact on the safety and energy efficiency of commercial buildings.

It is my pleasure to provide this letter of support on behalf of Xmark Labs' application.

Please contact me if you should require any further information.

Sincerely,

Kathy Grise
Senior Program Director, IEEE Future Directions
email: k.l.grise@ieee.org