

David Hilliard Williams

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Expertise

- Location-Based Services (LBS)
- GPS Systems; Network-Based Location Determination Systems
- Wireless 911 (E911); NG911
- Internet of Things (IoT); Real-Time Location Systems (RTLS)
- Non-Cellular/Indoor/Sensor-based Location Systems, including: RFID, Wi-Fi/WPS, BLE/Bluetooth, Beacon-based RTLS; NFC/DSRC; RF Fingerprint systems; Wearable systems; Hybrids/Combinations
- Expert Witness Litigation Support, Patent/Intellectual Property Development and Protection Services
- GPS/Cellphone Criminal and Civil Matter Forensics, using CDRs, RTT, PCMD, NELOS, EVDO, Geotab, Paraben, CellHawk, and Cellebrite
- Internet of Things (IoT) Ecosystem (Sensors, Identification, Verification, Authentication, Interfaces, Edge, Network, Cloud, Data Network Management, Data Management, Analytics, Network Topologies, Integration)
- Location & IoT Data Privacy and Security; Device/User ID, Verification, Authentication
- Sensor Design; Sensor System Architecture and Interface Design; Sensor Arrays
- Wireless Communications Standards, e.g. Bluetooth/BLE, Zigbee, Wi-Fi, WPAN, etc.
- Microcontroller Design, Sensor Controls Design, IoT Design/Systems Integration
- LIDAR/Radar Data Sourcing; Crowdsourcing
- IoT and Home Automation System Design and Integration; Control System Design, Including Remote Management, Monitoring, and Control
- Safety and Security, Home Automation, Home Energy Management Application and Architecture Design/Implementation
- Smart Card, Contactless Payment Systems
- Mobile Resource Management (MRM) Tracking and Management; Vehicle, Fleet/ELD/AOBRD, Worker/Driver, and Freight/Trailer & Asset Tracking/Mgmt.
- Telematics; Vehicle Tracking/Monitoring, Vehicle-to-Vehicle and Internal Vehicle Communications Networks and Ecosystems
- Connected Cars/Autonomous Vehicles (AV)
- Navigation Systems; PNDs; Geofencing; Route Optimization; Device/App Personalization
- Indoor Positioning & App Ecosystem Design
- Location-Based/Dependent Advertising, Search
- Map Data, Digital Mapping, Media/Advertising Interfacing/Management, GIS, & IoT IT
- Mobile Social/Business Networking;
- LBS and IoT Enterprise/Consumer Product & Technical Strategy, Design and Build
- Location/Context-Centric Enterprise Process Reengineering, Integration, & Interoperability
- SMART location, SMART Home, SMART Wearables, SMART Buildings, SMART Cities
- Context/Presence-Based LBS and IoT
- M2M, Smart Grid/Energy Systems
- Accident/Incident Reconstruction
- LBS Big Data and Cloud Computing

Professional Summary

David Hilliard Williams is an internationally-known expert in the wireless/mobile location and Internet of Things (IoT) fields and President and Founder of E911-LBS Consulting. He specializes in wireless and IoT-based product and technology development and implementation, as well as Intellectual Property (IP)/patent and forensics litigation services involving technologies such as Global Positioning Satellite (GPS) systems; Network-based location determination technologies such as TDOA, ECID, and AFLT; Wireless 911 (E911) and Next Generation 911; Real-Time Location Systems (RTLS) including Radio Frequency Identification (RFID) systems, Wi-Fi-based positioning systems (WPS), BLE/Beacon-based

location systems, Bluetooth, Near Field Communications (NFC), and alternative RTLS (Ultrasound, Infrared); Wearable Tags/Sensor tracking systems; Zigbee/Mesh networks; Pattern Matching; and various hybrids and combinations, as well as a broad array of IoT sensors and other systems, network, and technology enablers for management, monitoring, tracking, and control purposes, including in remote control/distributed ecosystems and associated use cases.

Mr. Williams is expert in the full range of business and consumer location-based services (LBS) and IoT applications enabled by these technologies, including safety, security, and intruder detection/monitoring, energy management, vehicle/fleet tracking/management, telematics, local search, navigation systems, presence/context-aware apps, mobile resource management, asset and freight management, wearable tags/sensors, financial/mobile wallet, mobile hospitality/POS systems, supply chain management, family tracking, mobile social and business networking, proximity-based entertainment and leisure, gaming, and intelligent transportation systems.

Mr. Williams has extensive expertise in all aspects of LBS and IoT delivery across the mobile and IoT ecosystems including enabling sensors, network communications, location determination technologies, geofencing design, map data, location data/database management, geospatial platform/Geographical Information Systems, GPS and other chipsets, data management, control system design, remote management/utilization of such control systems, and device, infrastructure and integration provider integration and management. Mr. Williams has developed and implemented industry-leading product and technology solutions for numerous LBS and IoT applications and markets and provides consulting and research services to some of the leading carriers and enterprises in the U.S., Asia, and Europe. His client list includes Apple, AT&T, Draft Kings, FedEx, GE, GM, Geotab, Green Mountain Grill, Google, Heil, the Houston Police Department, the L.A. County District Attorney's Office, Lyft, Macropoint, Nextel, NAVTEQ, Overhead Door, Peschke, Qualcomm, Samsung, Sprint, Target, Toyota, Twilio, Verizon Wireless, VIVINT, Volkswagen, and Zillow.

Mr. Williams has successfully represented both prosecutors and defendants in patent, ITC, and criminal litigation (including assisting State Public Defender entities), as well as both sides of civil trade secrets, product liability, fraud, and other litigation. He has been deposed 27 times and has testified 9 times, including [successfully](#) in The Eastern District Court of Texas (winning both infringement and invalidity matters), and in [winning](#) in ITC Court. In total he has provided expertise in matters involving over 150 patents and over 40 criminal and civil matters. His credentials in wireless/mobile/IT technologies are established to the 1980s.

Mr. Williams is expert in smart location technology issues in the Internet of Things (IoT) and connected/driverless car fields, particularly in their utilization of sensor, location and context information through the practical envisioning and design of: consumer/enterprise use matters and associated application design, sensor design and deployment strategies; process (re)engineering; IT integration; data aggregation, segmentation, analysis, and management; scalability; and security and privacy issues, requirements, collaboration structures, and ongoing management. He is expert on Big Data issues associated with location and IoT data.

With over thirty-five years in location, networking/communications, control, and information

technology solutions design, selection, implementation and ongoing management, Mr. Williams has extensive experience in the activities and issues needed to get applications to market, including planning and design at the application, system, interface/integration, network, IT, operational and customer facing levels. He has been published and quoted by leading magazines and newspapers about mobile services, including The New York Times, CBS News.com, The Columbus (Ohio) Dispatch, The Boston Globe, Computerworld, Directions Mag, Mission Critical Communications, Popular Mechanics, and RFID Journal. Mr. Williams has authored five books on wireless location, including *The Definitive Guide to IoT Sensors (In Development)*, *The Definitive Guide to GPS, RFID, Wi-Fi, and Other Wireless Location-Based Services (two versions, third in development)*, *The Definitive Guide to Wireless E911*, and (co-authored) *The Definitive Guide to Mobile Positioning and Location Management*. Mr. Williams has authored dozens of research reports, and tracks and analyzes leading companies in the LBS, IoT, and public safety industries particularly with respect to their product and technology strategies, competitive capabilities and implementation issues. He is expert on all public policy and technology issues related to emergency services/public safety, location data privacy and security, and LBS and IoT privacy protection policies, systems, and support infrastructure. He opines on location privacy issues in various forums.

Employment History

From: 2002 **E911-LBS Consulting**

To: Present

Position: *President and Founder*

Provides services across the entire wireless value chain, particularly with respect to technology and business strategic planning and product design, development, implementation, and ongoing management and operations, plus specialized services such IP/Patent litigation associated with Location Based Services and applications, GPS, E911, IoT, RTLS, RFID, Wi-Fi, NFC, BLE/Bluetooth, beacons, & other location technologies and associated ecosystems. Projects include:

- Provided expert witness, technical consulting, and research analysis services with respect to location-based services-related intellectual property/patent protection, licensing, and litigation (details in separate litigation support section).
- Provide forensics expertise in examination of mobile location-related events and associated data for civil and criminal matters (both prosecutor/plaintiff and defense entities).
- Developed, implemented, managed, and marketed a portfolio of LBS applications and broader offers for leading North American wireless carrier. Responsible for all dimensions of product lifecycle and associated budgets. Work included the development and launch of several LBS applications including mobile social networking, family tracking, local search, 411 w/ location, and mobile worker, fleet, and asset management.

Location technologies utilized include GPS, Wi-Fi positioning, RFID, Bluetooth, Cell ID (CID), ECID, and TDOA. Worked extensively with network engineering to troubleshoot/refine new location-determination infrastructure to address/improve location accuracy, privacy and security issues.

- Conducted geofencing accuracy compliance analysis for ride-sharing company auditing their driver airport compliance record. Involved extensive use of JSON/GeoJSON records.
- Conducted comprehensive technical and intellectual property analysis of Real-Time Location Systems (e.g. RFID, Wi-Fi Positioning, Bluetooth, Infrared/Ultrasound, Others) market for European client looking to assert location-related patents.
- Provided technical guidance for mobile payments/wallet startup utilizing RFID, NFC and other technologies as key location enablers. Identified key issues and redeveloped successful patent application after initial USPTO rejection.
- Conducted technical and intellectual property analysis for Fleet Management/Telematics operator and service provider assessing potential infringement candidates.
- Conducted analysis of location aggregation market for client interested in acquisition in that industry space.
- Provided E911 consulting expertise in support of new spectrum regulatory approval and technical implementation issues for nationwide carrier.
- Managed the design, collection, and analysis of E911 infrastructure deployment of western region of major wireless carrier. Data collected focused on technical issues associated with TDOA (Time Difference of Arrival) technology implementation, and collection and reporting of location accuracy data for FCC reporting purposes.
- Developed the site map and primary content for the NAVTEQ (now HERE) Network for Developers (N4D) LBS web ecosystem – <http://developer.navteq.com>. Responsible for designing and managing the site map and overall content, identifying key contributors and materials, and utilizing a variety of fragmented information to develop broad and deep technical, digital media and business content to assist various expertise levels of application developers and business management to become intimately familiar with map data, GIS

platforms, and LBS applications and underlying technologies and to provide the information and guidance to successfully develop and launch their LBS applications.

- Managed the development of the Nextel (now Sprint) Location-Based Services strategy. Efforts included market and technical analysis of likely LBS offerings and integrating those findings with Nextel's broader wireless voice and data strategies. Work included prioritizing applications based on focus group findings, business matter attractiveness, ease of implementation, impact on network infrastructure, and synchronization and integration with GPS terminal and E911 mandate rollout plans. Managed network engineering and consulting team to design network modifications to best support the additional demands of LBS applications and underlying bandwidth-consuming digital media content. Product strategy including researching and incorporating context-aware/presence concepts into product/device and network engineering plans.
- Developed navigation platform strategy for major international auto manufacturer. Assessed direction and technology requirements of in-car and portable navigation device (PND) technologies; developed strategy for in-car navigation platform.
- Developed numerous LBS company research reports using proprietary multi-point "report card" addressing numerous business and technology strategy dimensions and issues.
- Authored multiple books on wireless location, including *The Definitive Guide to IoT Sensors (In Development)*, *The Definitive Guide to GPS, RFID, Wi-Fi, and Other Wireless Location-Based Services (2005/2009 versions)*, *The Definitive Guide to Wireless E911*, and (co-authored) *The Definitive Guide to Mobile Positioning and Location Management*.
- Advised numerous small companies and startups such as i360Hygiene, LOCAID, Finder Technologies, Orion GPS, and XYVerify on LBS-related issues to enhance value propositions on business, product and technology dimensions to enhance attractiveness to potential investors/acquisition candidates.

From: 2009 **AT&T Mobility**

To: 2010

Position: *Senior Product Manager – Enterprise LBS*

Led the development, implementation, and marketing of numerous enterprise location-based services across all sales, marketing and operational channels. Work included responsibility for all dimensions

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