

6 Years. 129 Prototypes. 1 New Product. Pavegen Unveils the Future of digital flooring!

Pavegen marks a pivotal step in the company, revealing a brand new product as part of its shift into smart city installations

LONDON, 11th May 2016, Pavegen unveils the latest iteration of its energy-generating technology, revolutionising the way the company and product operate in a pivotal step for the business. The new Pavegen technology, known as V3, is sleeker and far more efficient, generating over 200 times more power than the first model manufactured in 2009. Pavegen technology is focusing on *Floor, Energy* and *Data*, whilst shifting its focus from kinetic-only vision into smart floors and the business of data.

Its new unique triangular design maximises energy output and data capture. Its high durability and simple deployability allows Pavegen to generate renewable energy where and when it is needed. Pavegen's flooring is entirely customisable to reflect any brand identity with the ability to seamlessly integrate into any indoor or outdoor location.

The energy generated from Pavegen can be utilised to bring advertising campaigns to life, the simple on-demand solution can also improve safety by powering off-grid lighting by illuminating your path as you walk. The company has also developed a bespoke high-spec LED matrix using 90% efficient drivers, which ensures that our renewable source is powered entirely through footfall.

The new technology has also increased data applications, which includes a comprehensive analysis of consumer patterns by continuous footfall tracking and heat mapping. Bridging the gap between the digital and the physical worlds allows Pavegen to integrate perfectly within the smart city infrastructure.

Pavegen CEO and Founder Laurence Kemball-Cook said: "This is the biggest moment in Pavegen's history. We've created a product that can reshape the way people move in our cities, and with current digitisation our ability to connect physical and digital worlds through a single footstep places us at the forefront of the footfall energy-harvesting market."

Founded in 2009 by Laurence Kemball-Cook, Pavegen has since grown from strength to strength, transitioning from a 5-man team to a 40-strong group of engineers, designers, and innovators around the world in under 5 years. In 2015 the company successfully completed their first crowdfunding round on Crowdfunder, raising a total of £2 million and accumulating over 1500 investors.

The success resulted in the formation of Pavegen's advisory board; spearheaded by CEO/Founder of Tribal Planet and former Apple Exec Jeff Martin and Interface FLOR President Greg Colando.

Two installations have already been confirmed with the new Pavegen model; one set to take over the largest shopping centre in Europe, Westfield.



Notes to editors:

About Pavegen:

Pavegen is the invention of Laurence Kemball-Cook, 30, an industrial design engineer and graduate of Loughborough University. The CEO and founder of Pavegen developed the concept in 2009, whilst researching kinetic off-grid energy solutions in environments where low-carbon technologies like solar and wind are not practical. Pavegen tiles can be used in both indoor and outdoor locations and work best where there is high footfall such as retail and transport hubs. The technology is integrated, discreetly, into the existing environment, underfoot. Permanent installations include three schools in the UK, the entrance of a large office and an installation at Federation Square, Melbourne – to name a few. Pavegen units are also available in modular form for use at events, such as exhibitions and marketing campaigns, to demonstrate their commitment to innovation, sustainability and CSR initiatives.