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Security business takes Rolls-Royce tech to daycares

Phoenix Business Journal - by [Patrick O'Grady](#)

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A Valley company is designing a way to roll out **Rolls-Royce** plc technology to help parents sign their children into and out of day care — just by measuring the sound of their signature.



Patrick O'Grady/Phoenix Business Journal

Jeremy Kelstrom, right, CEO of Arizona Security Inc., and Julia Rosen, associate vice president for innovation and entrepreneurship for Arizona State University, test a new product for day care centers based on technology developed by Rolls-Royce plc.

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Arizona Security Inc. is taking a technology used primarily to test for defects in jet-engine fan blades to develop

a system for day care facilities. It won the job through a contest in August 2008 at SkySong, which partnered with Rolls-Royce on ways to bring the technology to market. Arizona Security plans to launch the product this summer.

"We looked at several different markets and different entry points," said Jeremy Kelstrom, CEO of Arizona Security. "I think that's what helped us win the competition."

SkySong, the Arizona State University center for technology innovation, set up the competition for a business plan that would offer alternatives to commercialization. The Scottsdale center became involved because of acquaintances officials had with people at Rolls-Royce, said Julia Rosen, associate vice president for innovation and entrepreneurship for ASU.

"Rolls-Royce was interested in accessing the right talent pool in Arizona," she said.

Arizona Security, comprised of four recent graduates with master's degrees from the W.P. Carey School of Business at ASU including Kelstrom, were chosen from a pool of seven other applicants that submitted business plans.

London-based Rolls-Royce is more than just a luxury car manufacturer. The aviation and power systems company was spun off from the auto section in the early 1970s.

The technology works by measuring the sound of a person's signature. A user signs in five times using the device for the system to create a band in which to recognize the audio frequencies given off by the signer's motion. Afterward, the signature would be an audio key to allow a parent to sign their child in and out of day care.

The Rolls-Royce signature-recognition system can be matched with a software application that would tie in the signature with the day care's records, potentially providing information for invoicing and state records, Kelstrom said.

Arizona Security currently is looking for sponsors that would cover the system's cost to the day care and allow for advertising — ads flashed on a screen or a kiosk design — to be used on the system, Kelstrom said.

The product will get a two-week test run later this month at a Valley day care that did not want to comment for the story. American Security hopes to have the test completed and a finalized design for the product ready for day cares by August, Kelstrom said.

Arizona Security also is hoping to do the same to convey those attendance records to state agencies that require them, usually the Arizona Department of Economic Security, Kelstrom said.

State budget constraints and technology challenges may prevent the company from that goal, at least in the short term.

DES isn't planning to go out to bid any time soon for additions to its computer systems, and it would have to further investigate whether an electronic signature would count under what is required by state law, said Kevan Kaighn, spokeswoman for the department.

"It's just not feasible for us right now," she said.

The business plan contest was the first one held at SkySong, but it likely won't be the last. Rolls-Royce officials have said they have more technology they might want to commercialize, particularly in the U.S., Rosen said.

"Not only does it lay the groundwork for an even richer relationship with Rolls-Royce, it allow us to talk with other corporations," she said.

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