





Global Positioning System works outdoors - not indoors





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Source: Bureau of Labor Statistics (USA)



Positioning would be ideal for complex and large buildings















Industrial Example: Searching for that one device that needs attention!

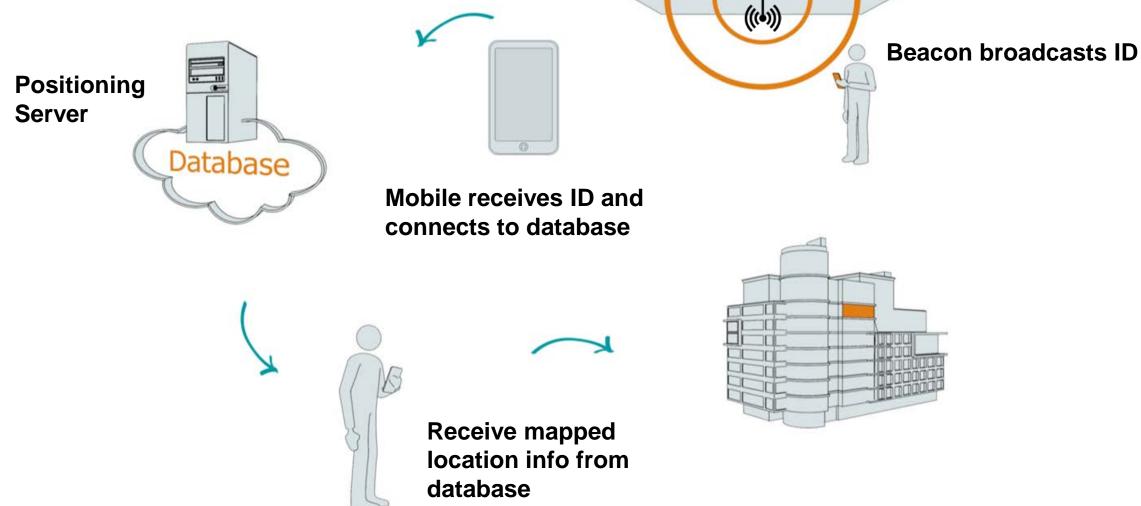




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How an Indoor Positioning System (IPS) works



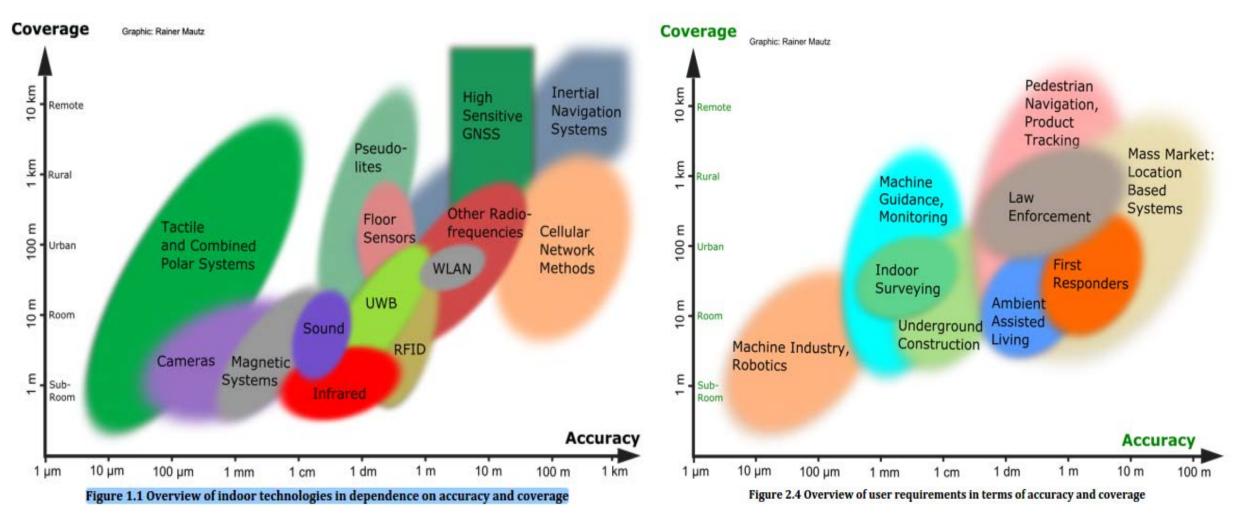
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Evaluation of the available technologies

	WiFi	Beacons	Light	Magnetic	QR codes	Camera
Requires Mapping	√	√	√	√	√	✓
Infrastructure requirements	-	-		+	-	+
Precision	-	+	+/-	-	+/-	+
Orientation information	×	*	×	×	√	√
Time to position	+	+	+	-	+	+
Positioning application suitability	+	+	+/-	+/-	+/-	+/-



Accuracy vs. Coverage



Source: http://www.mautz.net/cv/

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Industrial Example Being directed to that one device that needs attention!





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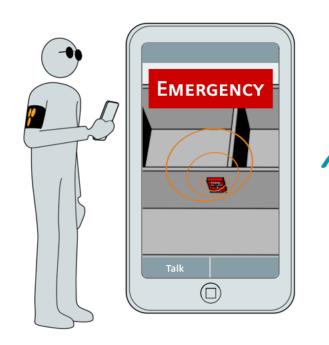


Example GUIDANCE AND EVACUATION IN EMERGENCY SITUATIONS





Example GUIDANCE IN EMERGENCY FOR PEOPLE WITH IMPAIRMENTS





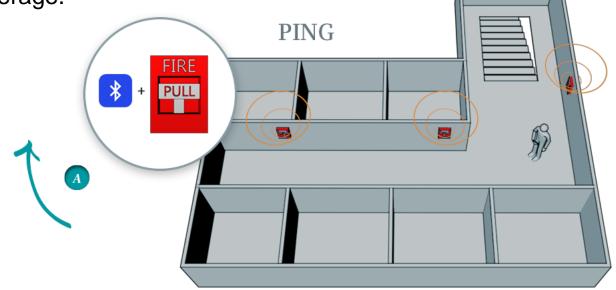
"Hello, this is your local assistance system!"

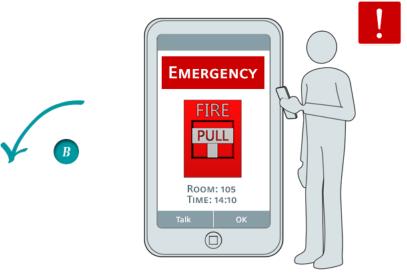
Using a Text to Voice app, the person receives information about their location and instructions that assist and guide them a safe place.

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Example VIRTUAL MANUAL STATION WITH POSITIONING

Positioning beacons could be placed for example in manual stations hence providing a reliable source of power for the needed coverage.

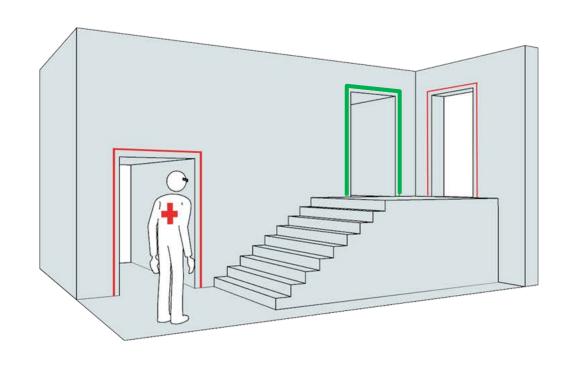


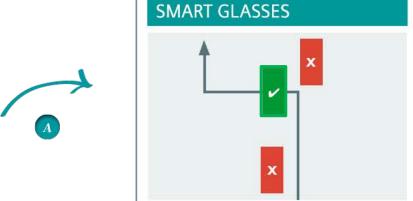


In addition to navigation, a mobile device can be a virtual manual station with positioning information.



Example NAVIGATING RESCUE PERSONAL SAFELY AND QUICKLY TO PEOPLE





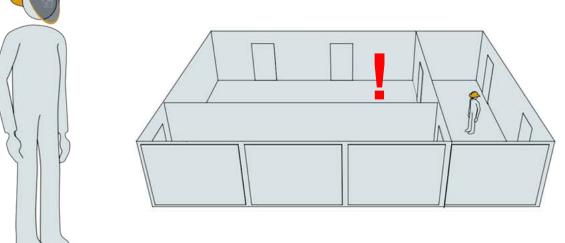
First responders can be safely guided to people in hazardous situations with additional information of blocked escape routes, fire fighting equipment, etc..

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Example GUIDING AND PROTECTING INTERVENTION PERSONAL



Building specific information shown on the first responder's display can include distances with directions to areas where people are, or hazards in their proximity.





The first responder is navigated to the location of emergency / rescue equipment and resources.



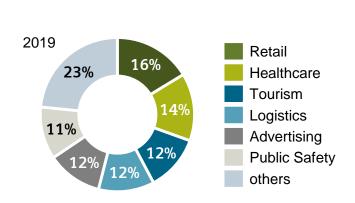
Indoor Positioning System Market is at a nascent stage

Retail Trafford Centre owner unveils indoor mapping and deals Intu, the UK's largest listed shopping centre landlord, hopes the app will encourage shoppers to spend more time and money in its malls

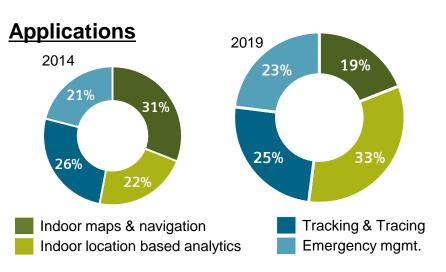




Market Snapshot 4"2 € **CAGR 14-19** Service +36% Application Solution 2014 2019



Vertical Markets



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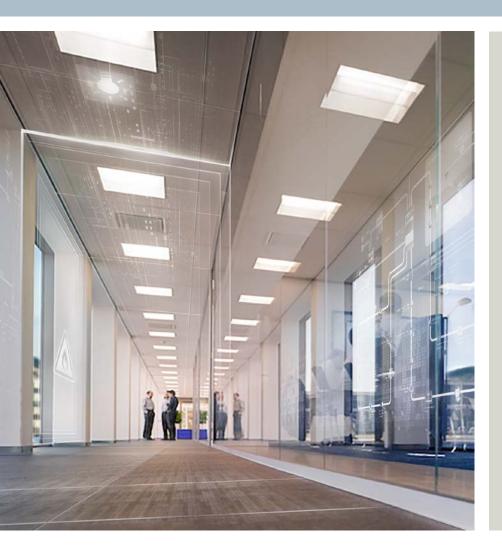


"Unlike other novel technologies indoor location is not a solution in search of a problem. And as 'evolutionary' as it appears today, several years from now we will see how 'revolutionary' it actually was."

(Greg Sterling, Senior Analyst, Opus Research)



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