



GEOGRAPHIC INFORMATION SERVICES, INC.

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Investing in Indoor Location for the Long Term





ES

MORE STABLE IMAGE

ES

BETTER QUALITY MACHINE

ES

BETTER SOUND QUALITY

ES

LOWER VIDEO NOISE



XS

CHEAPER

XS

MORE MOVIES

DO NOT ERASE!



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ES BETTER QUALITY MACHINE

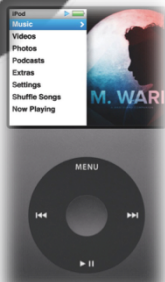
ES BETTER SOUND QUALITY

ES LOWER VIDEO NOISE

XS CHEAPER

XS MORE MOVIES *DO NOT ERASE!*





ES MORE STABLE IMAGE

ES BETTER QUALITY MACHINE

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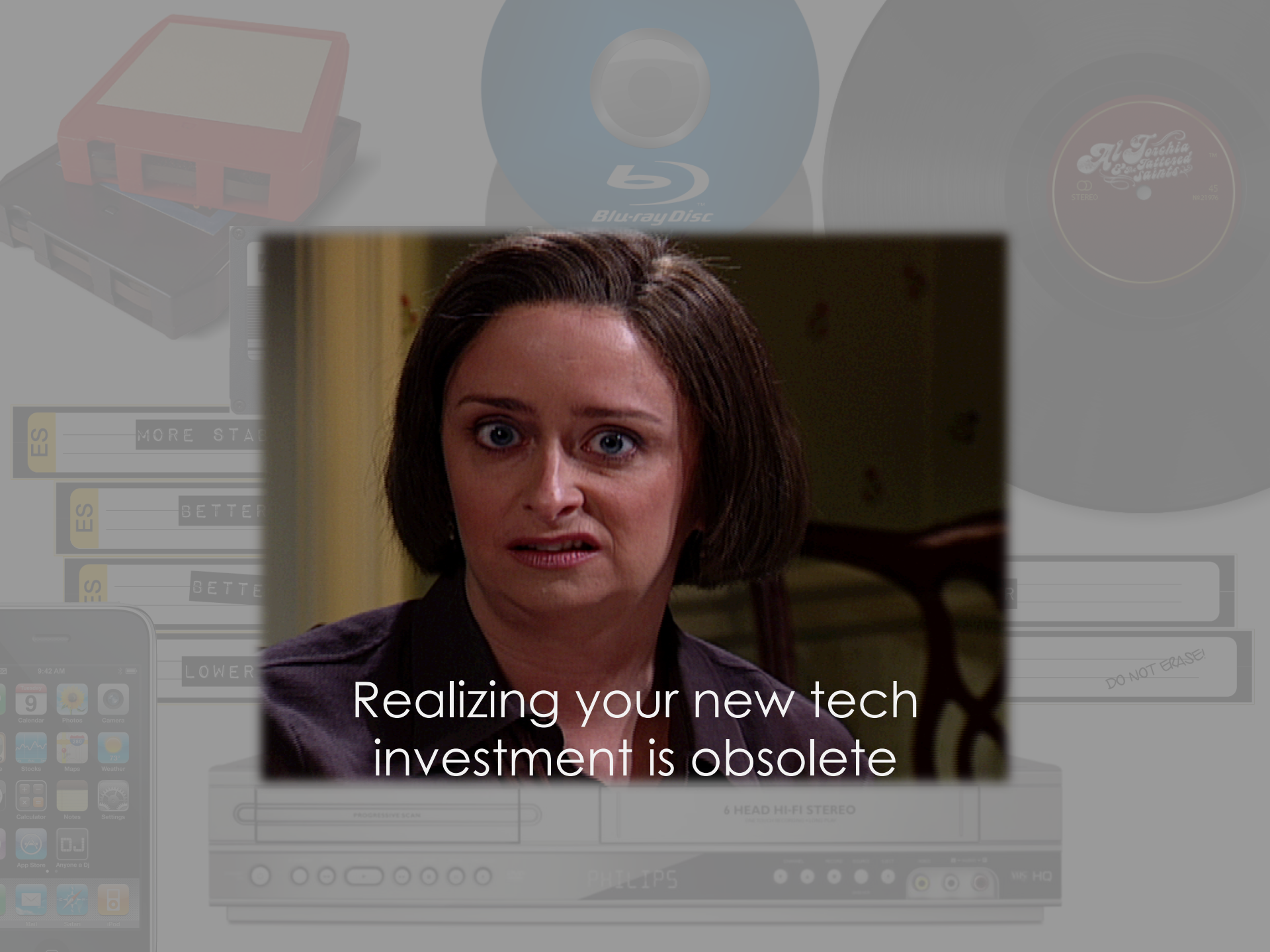
ES LOWER VIDEO NOISE

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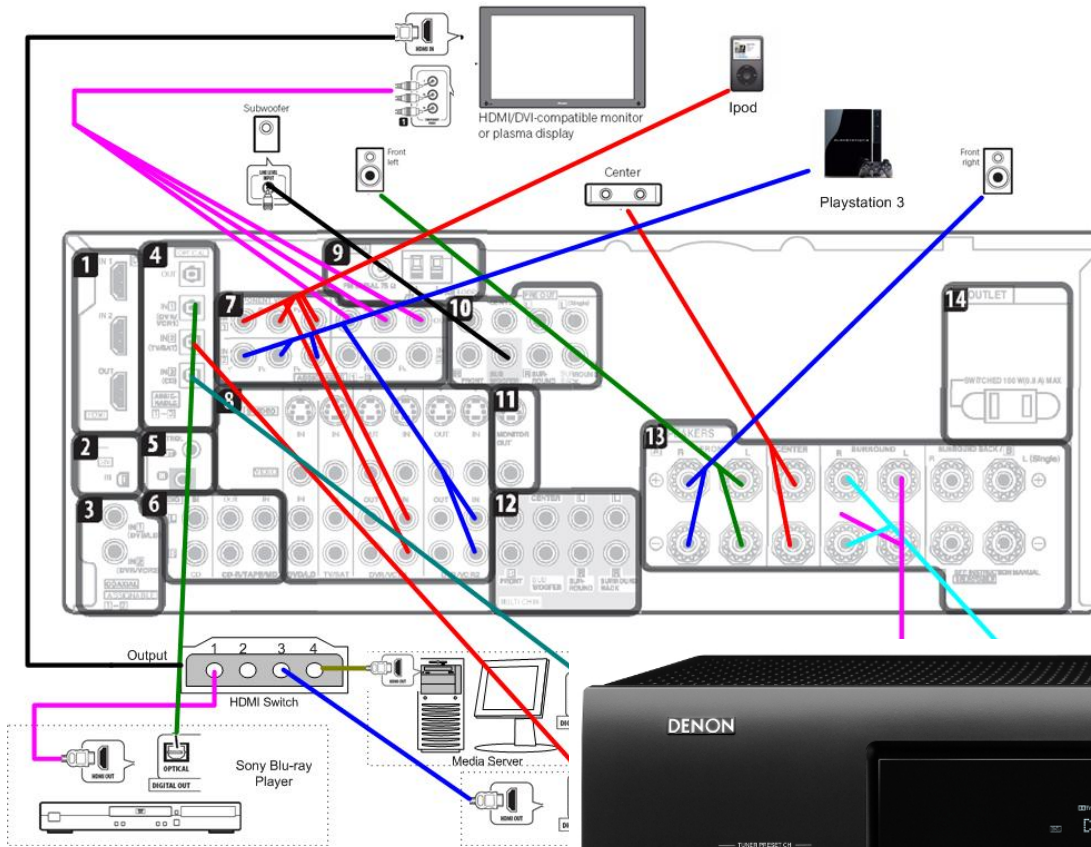
DO NOT ERASE!

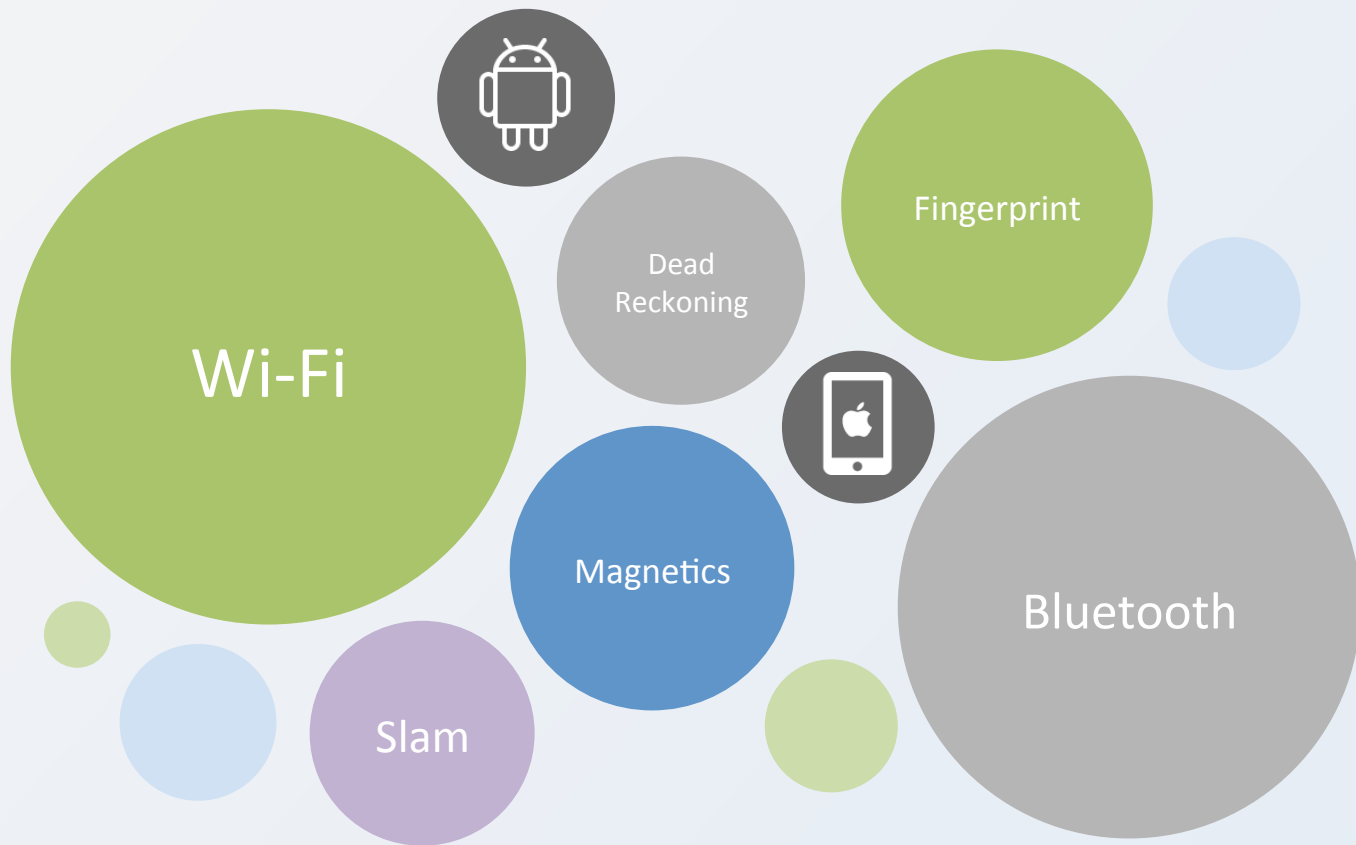




Realizing your new tech investment is obsolete

When all you needed to invest in was a platform to support all the inputs and outputs





Emerging & Uncertain



GEOMETRI



POSITIONING TECHNOLOGIES

GeoMetri is Sensor Agnostic



Magnetic ●

Fingerprint of magnetic field variations used to estimate position.

Wi-Fi ●●

Fingerprint or triangulation of devices relative to known AP locations.

Bluetooth ●●●

Fingerprint of BLE beacon transmissions or proximity estimation relative to signal strength.

Dead Reckoning ●

Sensor Fusion - Direction, speed, vector, elevation. Utilizes on-device sensors.

Light ●●

Light modulating at specific intervals to create location waypoints (not visible to human eye).

Sound ●

High frequency audio inaudible to human ear.

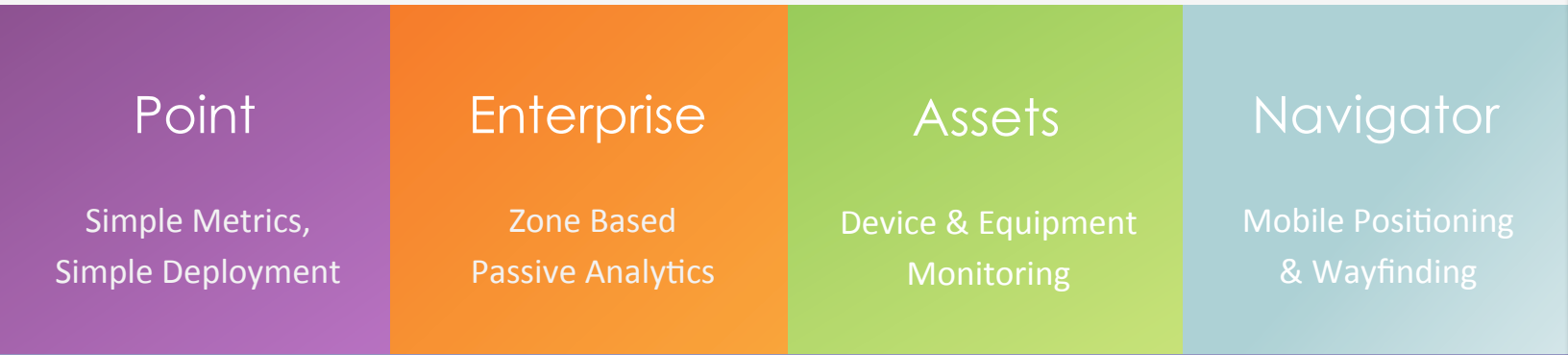
● = relative price to implement



Channel

GISi/PARTNERS

Vertical Focused Solutions



Four solutions that cover 90% of indoor use cases

Development API

Collection of Indoor LBS, engines, sensors and routines



GEO METRI POINT

Passion Pie Cafe

You are currently viewing: 03/22/2015 - 03/27/2015

259 Total Visits | 191 Unique Visits | 87 First Timers | 104 Repeat Visits

03/22/2015 - 03/27/2015

Unique Visitor Breakdown

Unique detected devices over selected time period, including those who may leave and come back later.

■ First Time
■ Repeat Visitors
◆ Previous Unique Visitors

Repeat Visitor Loyalty

How often are your visitors coming back? How long have they been away?

Monthly: 40.7%
Weekly: 30.4%
Daily: 2.8%

Percent of visitors that visit at least once every 30 days | Percent of visitors that visit at least once every 7 days | Percent of visitors that visit at least once every 24 hours

PERFORMANCE TRENDS

- Total Visits: -8.2%
- Unique Visits: -5.4%
- First Timers: +13%
- Repeat Visits: -16.8%
- Avg Dwell Time: -0.2%
- Avg Conversion: +2.7%

View/Edit This Site | Manage Site List | Create New Site | Need Help

Did you know? Zone by zone metrics can be gathered using the advanced settings of a GeoMetri Enterprise Account. Contact us for more details.

GEO METRI ANALYTICS

GISI Birmingham (NZ)

All Zones

Total Visits versus Number of Visitors Outside: 486 (29.6% increase)

Total detected devices over selected time period (including repeats): 375 (Previous 14 Days) | 34.71 (Daily Average)

Total Visits with Rollover versus: 502 (21.84% increase)

Unique Visitors versus: 306 (10.47% increase)

First Time Visits versus: 12 (-40% decrease)

Dwell Time versus: 355.86 (-36.21% decrease)

% Monthly Visitors versus: 64.15% (1.66% increase)

% Weekly Visitors versus: 53.97% (-10.67% decrease)

Hour | Day | Week | Month

GEO METRI

Hello, GISAdmin | Logout

Search by Name or ID

- Mobile MRI 5 on L3 9:27:00 AM
- Mobile MRI 6
- Dr. Tina Pratt on L3 9:27:27 AM
- Dr. Corey Fields on L3 9:26:01 AM
- Defibrillators
- Mobile MRI 4
- Mobile MRI 20
- Mobile MRI 7
- Dr. Craig Frost

Dr. Corey Fields
cfields@gisinc.com
2059410442
Last seen: Just now

GISi

GEO METRI NAVIGATOR

UNIVERSITY of WASHINGTON

University Facilities... Room 114 0.3 miles 5 minutes

- Exit Landing Toward Room 114 0.6 mins
- Go through Smith Hall Toward Room 114 5 mins
- Finish at Room 114, on the left 0.6 mins

Routing to M501 near your location

Related: Classroom, Coffee

- Start at Location 1
- Enter Landing on First Floor Landing
- Go through First Floor Toward University Facilities Annex 2 (CPO Annex 2)
- Go through University Facilities Annex 2 (CPO Annex 2) Toward Thomson Hall
- Go through Thomson Hall Toward First Floor Stairs
- Enter Stairs on First Floor Stairs
- Go through First Floor Toward First Floor Landing
- Exit Landing Toward Second Floor Elevator
- Enter Elevator on Second Floor and Exit on Third Floor

6 mins / 0.9 Mi

GeoMetri

Simplified deployment, configuration & visualization with a single platform



Be like
Mary



Don't be like
Debbie

THE END

Is Just the Beginning



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