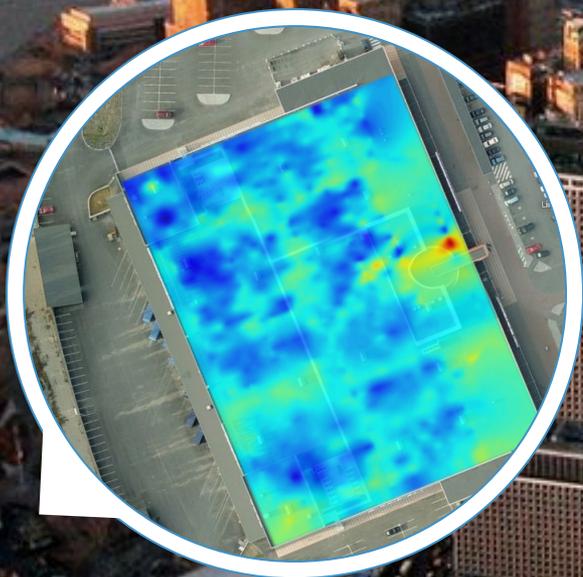
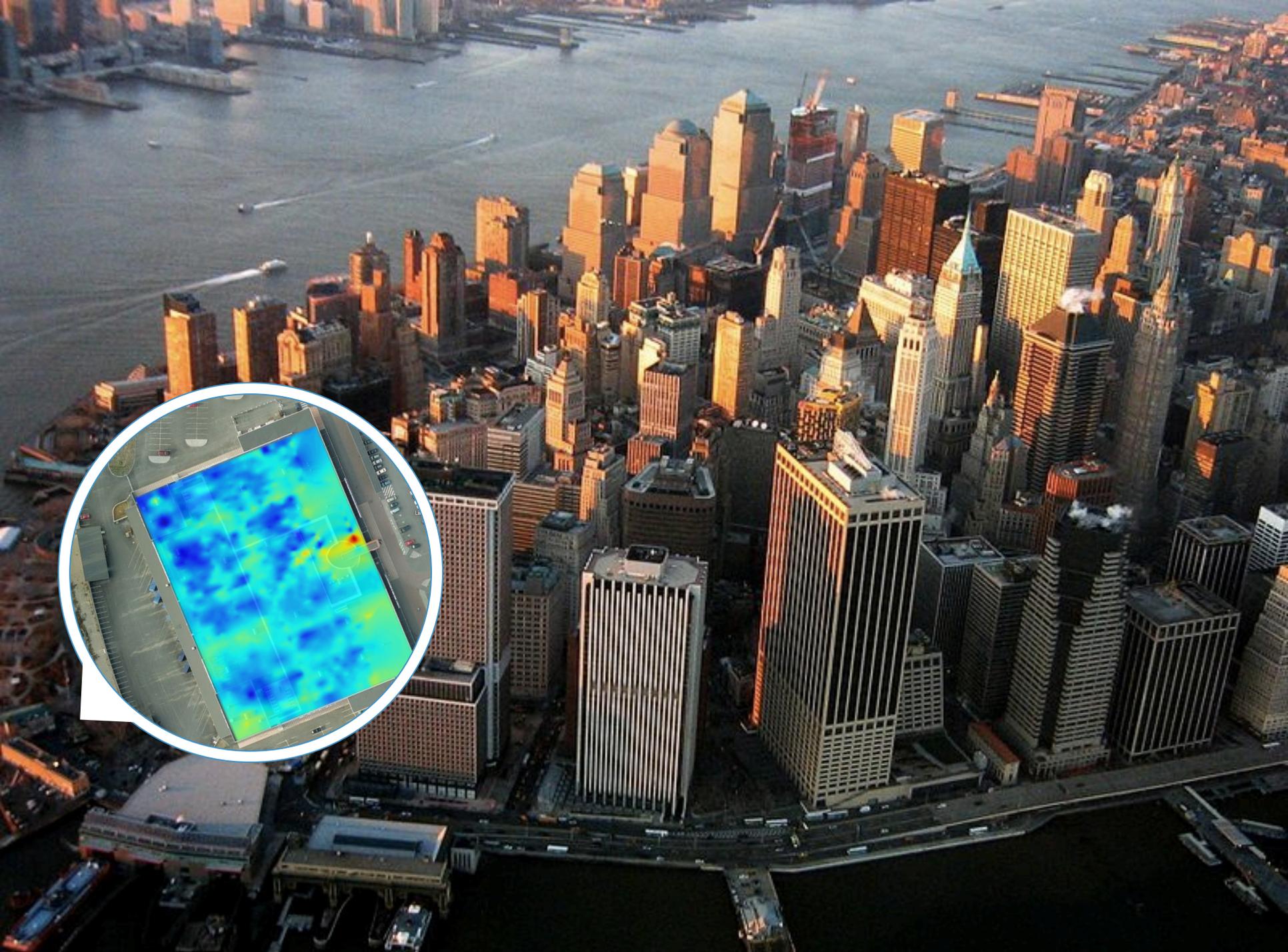






without magnetic, you're lost



magnetic positioning

where am I indoors?

- 1-2 meters accuracy.
- No beacons, no routers = ultra scalable.
- Total cost of ownership:
- $4x < \text{Bluetooth}$, $10x < \text{Wi-Fi}$.

- Wi-Fi worse than GPS; no iOS.
- Bluetooth no moving blue dot, micro-fence only.
- Magnetic = only scalable answer.



magnetic = foundational

outdoors

Wi-Fi

mobile
signals

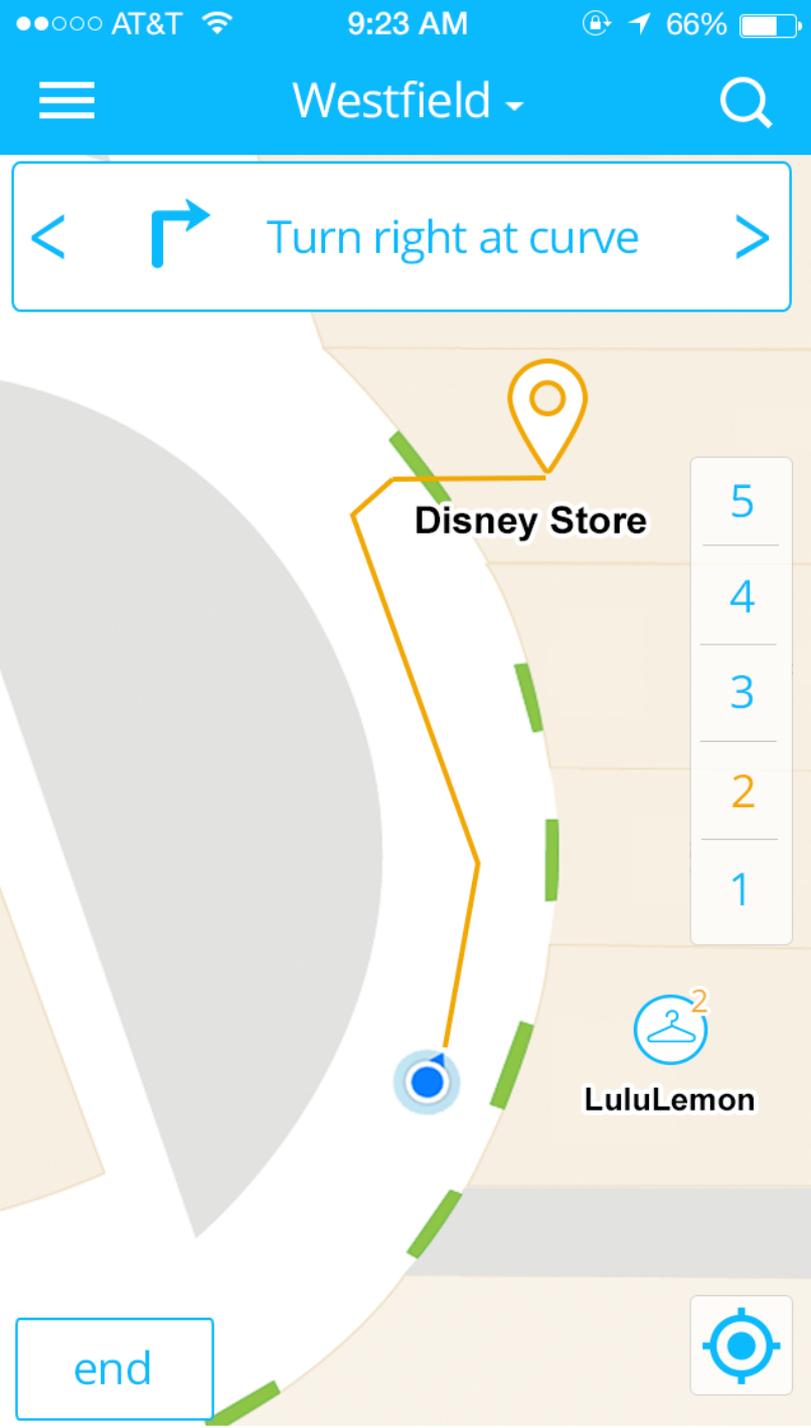
GPS

indoors

Wi-Fi / BLE

PDR /
sensor
fusion

magnetic

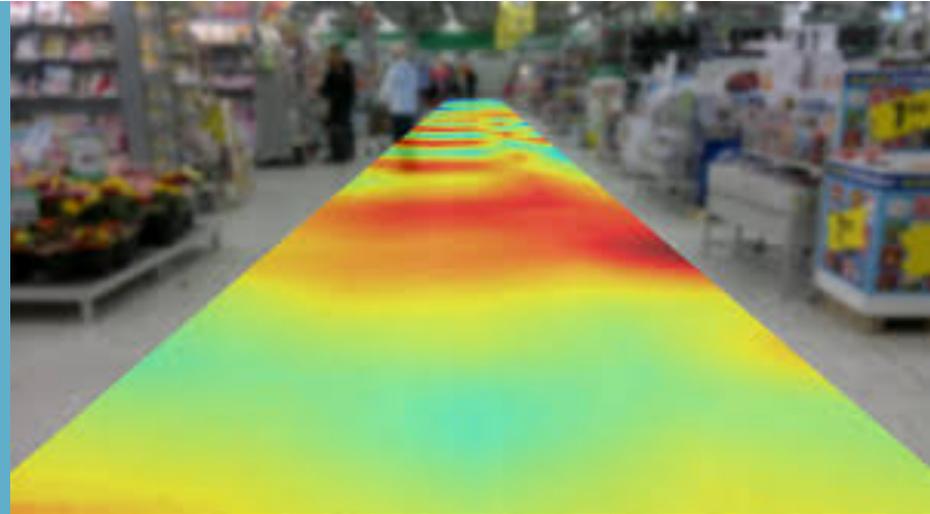


use cases

- way-finder
- product search
- advertising proximity
- buddy finder
- scanning bar code XY
- shopping list routing

traction & validation

- \$15M funding; \$10M from Baidu.
- 20 patents filed; 5 granted.
- 35 staff; 3 professors; 12 PhDs.



- Live on Baidu Maps – 300M monthly active users.
- Pilots with top retailers.

THE WALL STREET JOURNAL.



D | All Things Digital.

MIT
Technology
Review

The
Economist

The New York Times

THE VERGE

Bloomberg
Businessweek



thank you!