place™
The Business of Location

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opusresearch

2015 Place Conference

Jon Rosen, Chair

Senior Location Analyst:
Opus Research

Jrosen@opusresearch.net
Twitter: jrosen01

2014

1. **Privacy issues quieted**
2. **Beacon Prevalence**
3. **Project Tango**
4. **Several Large Trials & Implementations**
5. **New Vendors**
6. **Credit Card Issues eroded budgets & bandwidth**
7. **M&A:**
   - RetailNext $30M Raise
   - Shopkick Acquired by SK Telecom
   - CSR Acquired by Qualcomm for $2.5B
   - $10M+ Baidu Investment in Indoor Atlas
   - Nomi acquired by Brickstream

2015 versus 2014

- **Beacons Continue To Take Off**
  - Low Cost
  - Bridging The Brand Gap
- **Major Investments and Acquisitions**
  - $125M in RetailNext
- **Cameras Haven't Disappeared**
- **Major, New Deployments**
  - Retail
  - Stadiums and Theme Parks; Public venues)
  - Airports
- **The Lighting Industry Enters The Market**

2015

1. **Trials Becoming Implementations**
2. **ROI and Use Cases are Being Promoted**
3. **Market Consolidation and Investment**
4. **Further Beacon Adoption**
5. **Mobile App Growth**
   - In Numbers & In Use
   - 3rd Party Apps (resident & non-resident)
   - Brands Will Weigh-In
7. **Growth drivers include Indoor Wi-Fi Gains, Mobile Payments, Location-based Mobile Apps and Advertising, Facebook, Google Maps, Carrier Involvement, etc.**

Privacy

- **Privacy Press Has Stabilized**
- **Public Awareness Has Grown**
  - Mobile Payments
  - Beacon Apps
- **Retailers Starting To Share Stories in Volume**
- **Clean And Well Lit Environment**
  - Disclosure and Privacy Prevails

Place 2015

- Keynote - GameStop
- Retail Analytics Panel
- Mall Applications - Taubman
- Mobile Advertising
- Marsh Supermarkets and The Apple Watch
- Technology Panel
- Magnetic Positioning
- Privacy
- Mobile Engagement
- Investing from a Client Perspective
- The Future Of Location

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