

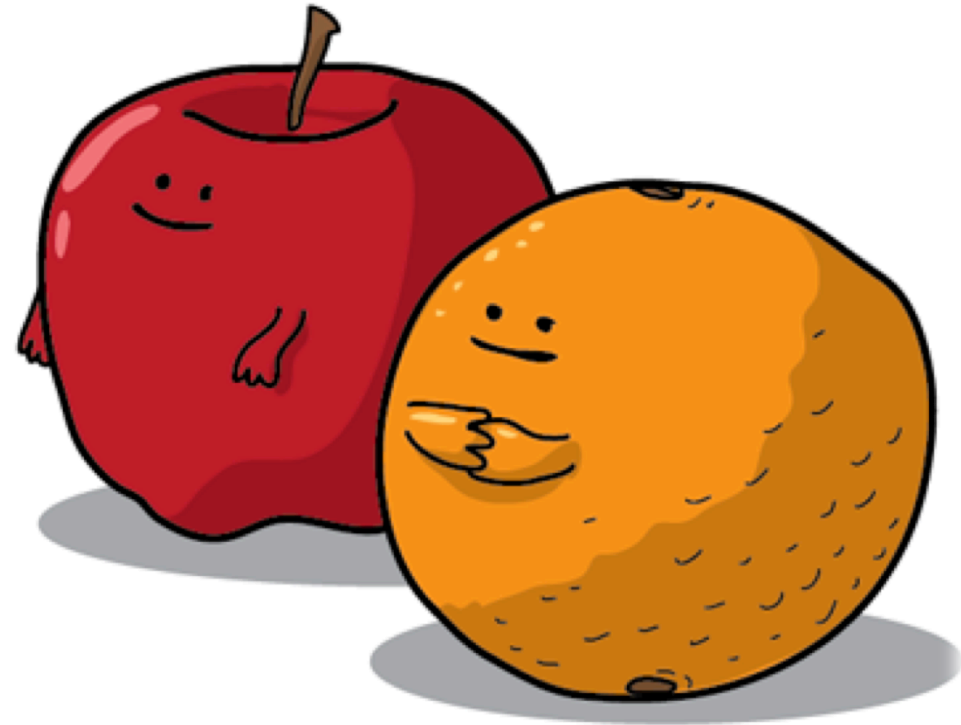


Greg Sterling @gsterling

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@GISiIndoors will offer first "apples to apples" comparison of indoor location technology accuracy at #Place2014 placeconference.net

05:26 PM - 10 Jul 14



Comparing Indoor Location Technologies

Who We Are

- Location technology business for 24 years.
- Award-winning GIS consulting firm.
- Building and implementing indoor solutions for 2 years.
- We are the one-stop-shop for indoor solutions.
- Products & Services Firm: Turn Data Into Insight Through Location Technology.



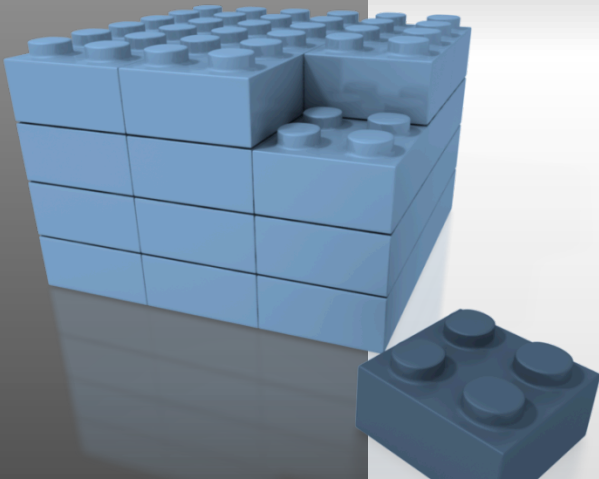
5 Indoor Location Building Blocks:

1. Maps & Search
2. Navigation & Routing
3. Positioning
4. BLE/iBeacon & Geofencing
5. Analytics



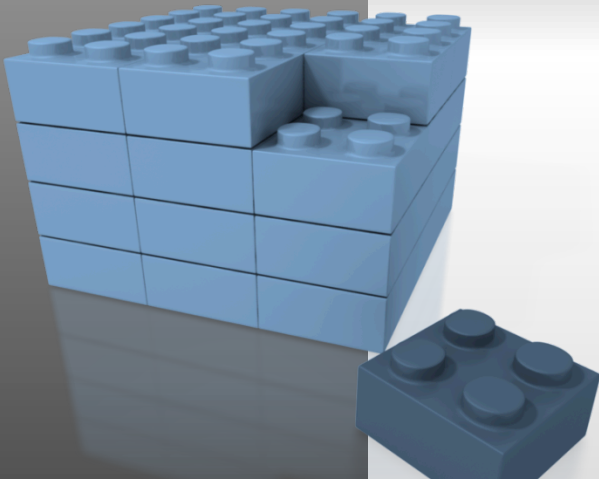
Maps & Search

- Do you want a map?
- Do you want to search for content?
- How often do you update products or POI?
- Do you want it integrated into an asset or product management system?
- Do you want the map and content hosted?
- Do you have multiple floors?
- Do you want 3D maps?
- Do you want Augmented Reality?
- How many buildings?
- How many square feet?
- What's the budget?
- Native, web and/or desktop?



Navigation & Routing

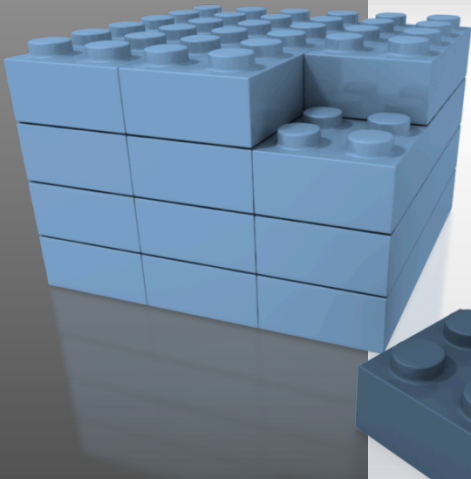
- Do you want simple or complex routing?
- Do you want turn by turn directions (Navigation)?
- Do you want multiple floor routing?
- Do you want multiple building routing?
- Do you want Americans with Disability Act (ADA) routing?
- Do you want multiple stop (product) routing?
- Do you want voice navigation?
- Do you want role based routing?
- Do you want time based routing?
- Do you want distance and walk time?
- Do you want Augmented Reality Routing?
- How often do you update your routes?
- How many buildings?
- How many square feet?
- What's the budget?
- Native, web and/or desktop?



Positioning

- What is the accuracy required?
- How is the network bandwidth in your facility?
- Explain your existing IT infrastructure and roadmap.
- Explain your existing lighting infrastructure and roadmap. Is it a Green Building?
- Do you want a point on a map or just location aware?
- How many buildings?
- How many square feet?
- What's the budget?
- Native, web and/or desktop?

Company	WiFi	BLE/iBeacon	Magnetic	LED	Audible	WiFi Trilateration	Inertial Navigation
A	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
B				<input checked="" type="checkbox"/>			



BLE/iBeacon & Geofencing

- What is the proximity accuracy needed?
- What range is required?
- How is the network bandwidth in your facility?
- Explain your existing IT infrastructure and roadmap
- Can you deploy hardware onsite?
- Do you want analytics?
- Do you want to manage the marketing content?
- How many buildings?
- How many square feet?
- What's the budget?
- Native, web and/or desktop?

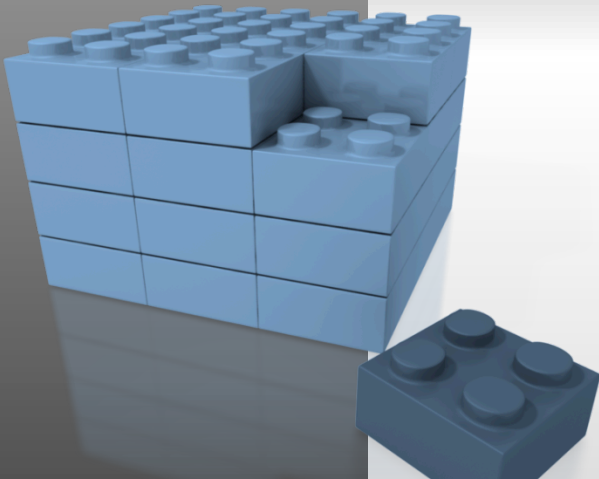
in|market



esri



Gimbal



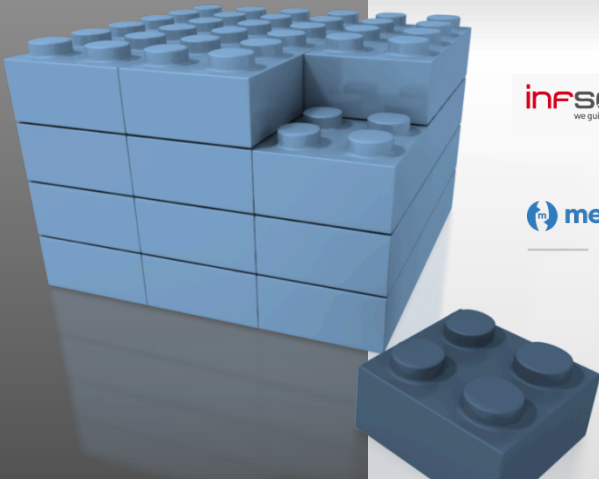
Analytics

App Install Analytics (opt-In)

- Mapping?
- Pathing?
- Heat maps?
- Loyalty?
- How many buildings?
- How many square feet?
- What's the budget?
- Multiple Floors?
- Native, web and/or desktop?

Passive Analytics

- Proximity?
- Mapping?
- Pathing?
- Heat maps?
- Loyalty?
- Existing infrastructure?
- Explain your existing IT infrastructure and roadmap
- How many buildings?
- How many square feet?
- What's the budget?
- Native, web and/or desktop?



Conclusion

- Assesses the Use Cases
- Do Technical Assessment
- Build a roadmap from the recommendations

