

11:15am – 11:30am

Magnetic Positioning

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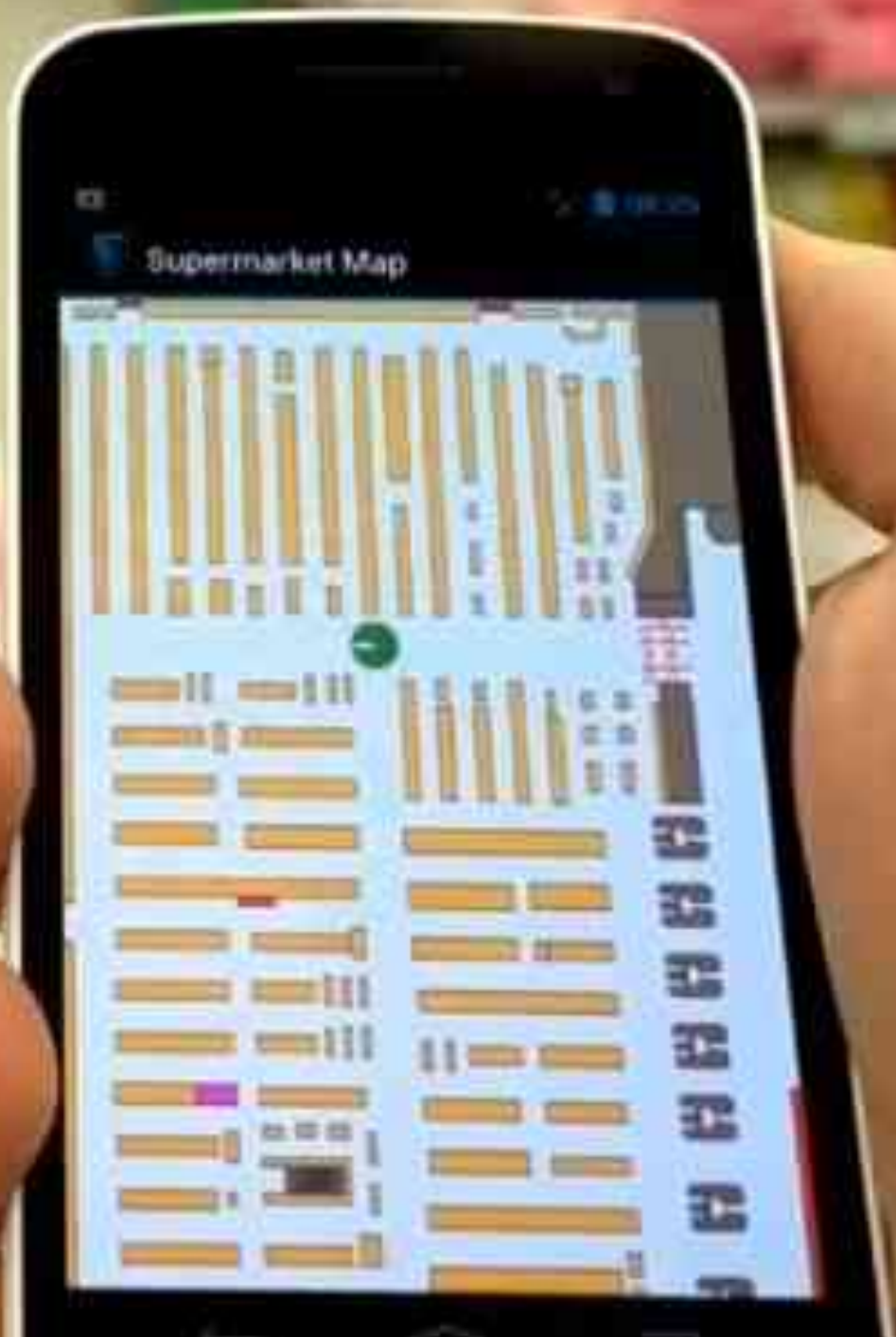




IndoorAtlas

Magnetic Positioning, the Arrival of Indoor GPS

Where am I
indoors ?

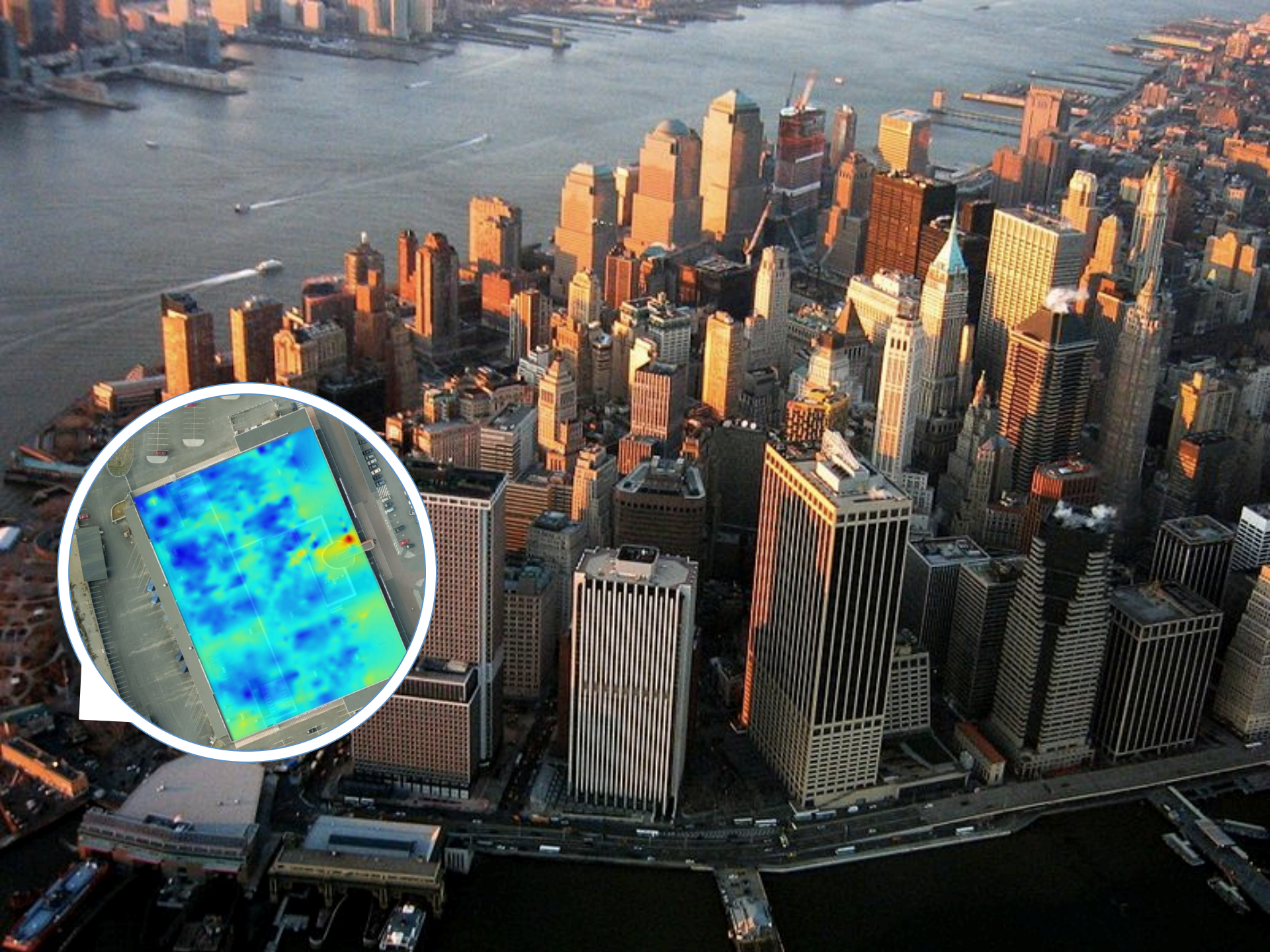


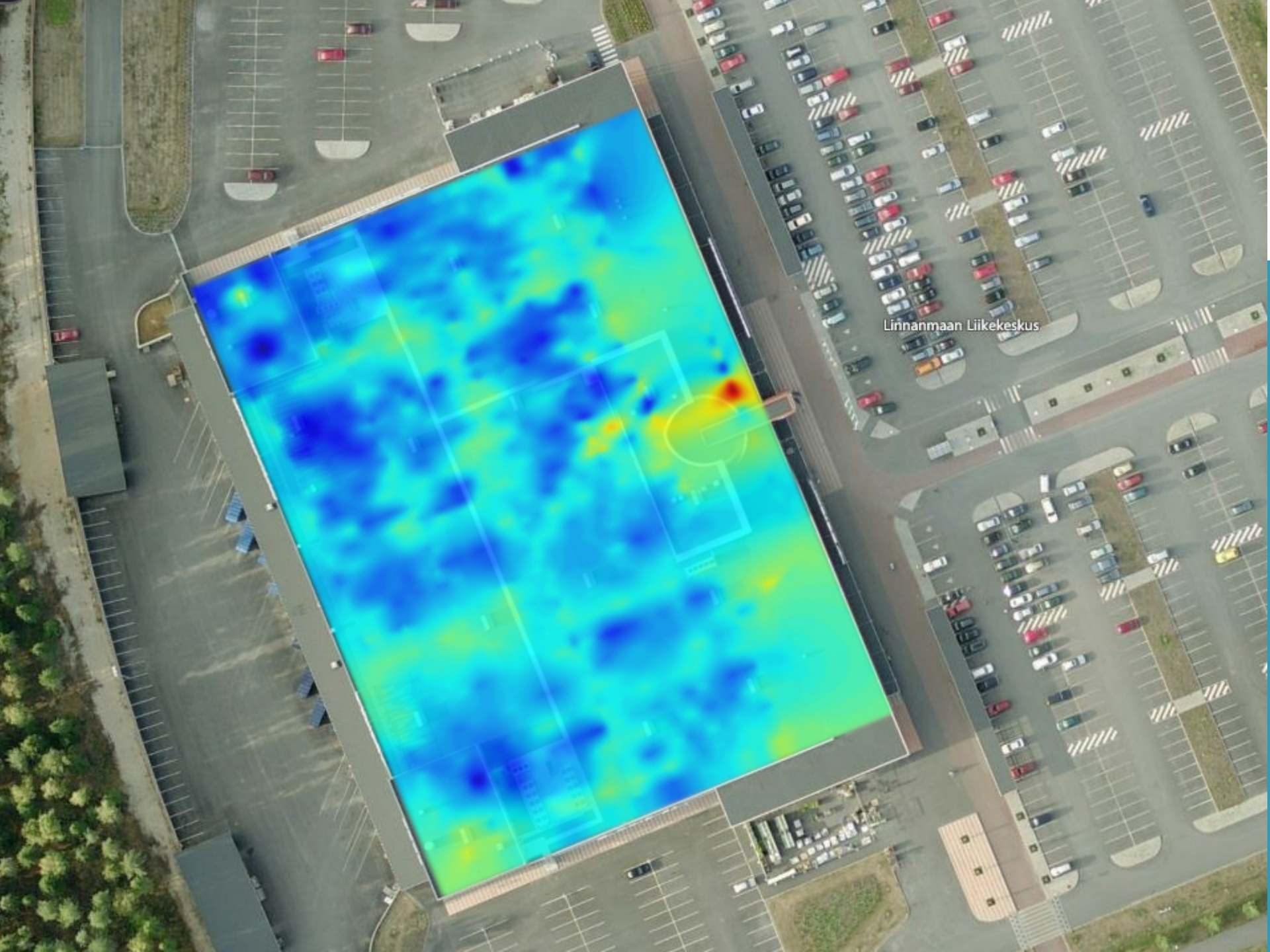
(...) magnetic positioning appears to be not only unique but the most complete and perhaps cost effective. It offers accuracy without any hardware requirements and a relatively low total cost of ownership. Therefore, we believe that as more merchants, brands and marketers become exposed to it, magnetic positioning will emerge as a “foundational” indoor location technology.

Opus Research:

Magnetic will emerge
as a “foundational”
indoor location
technology



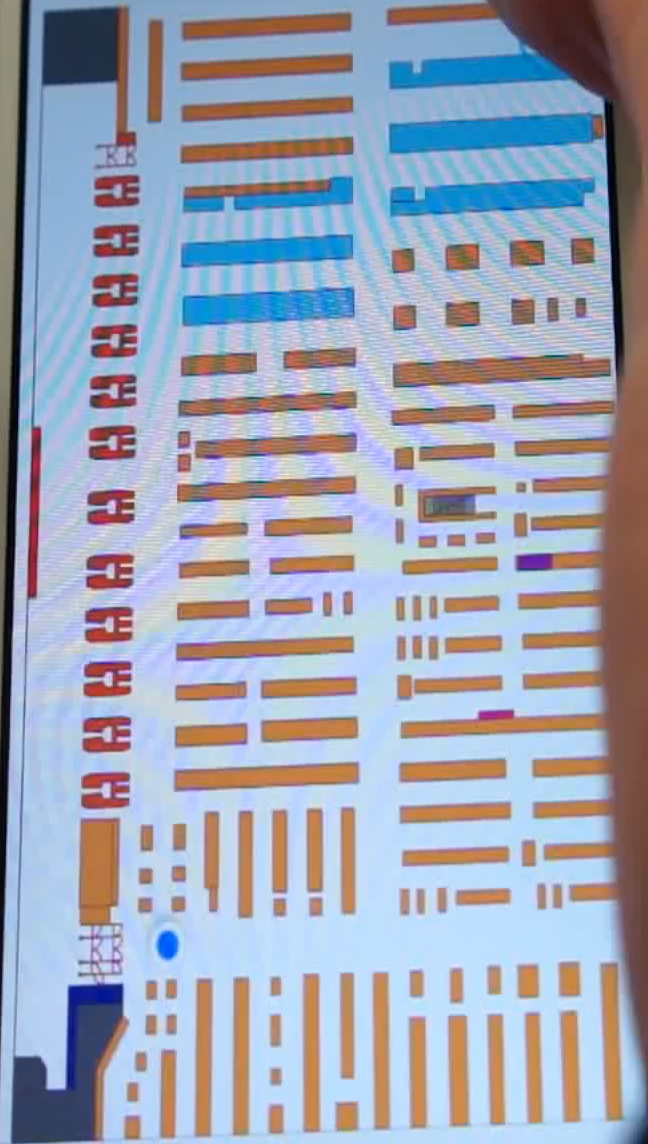




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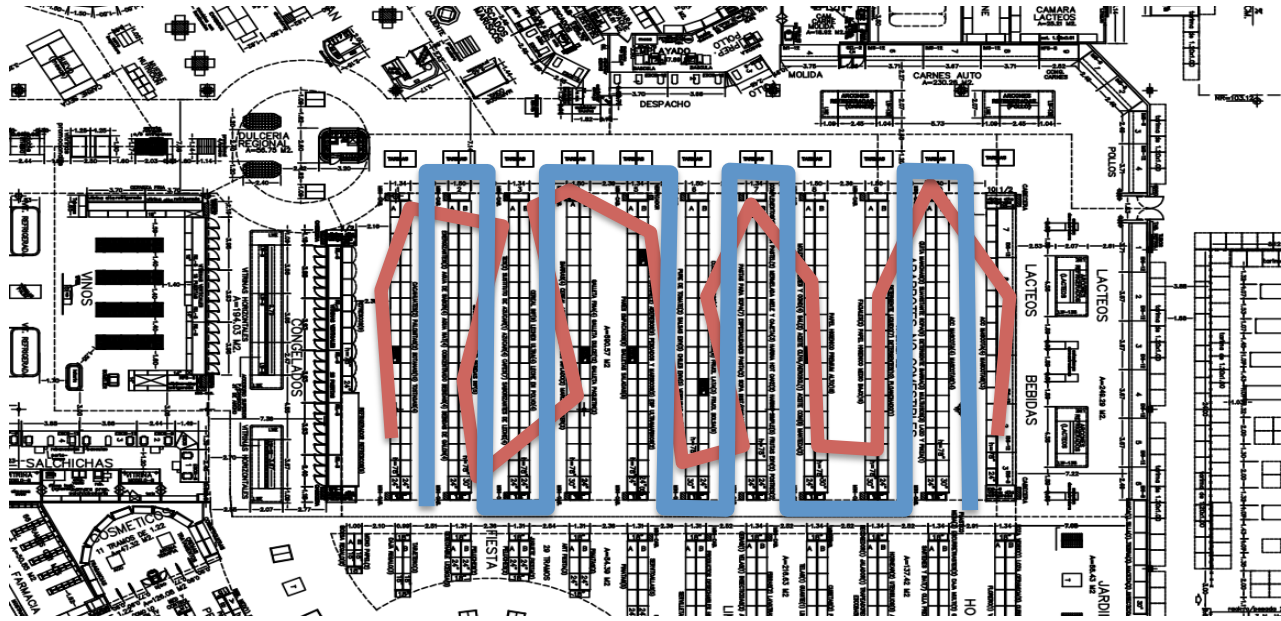
< Back

Prisma Store

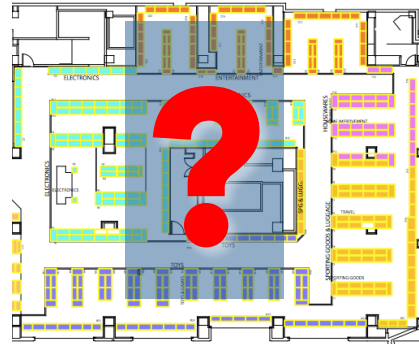


Wi-Fi

\$100,000
30 APs
40 ft. accuracy
15" lag
iOS support



BLE
offers
proximity



magnetic
positioning
6 ft. accuracy
90% precision



Magnetic

Questions

Responses

Does it work?



Is it scalable?



Fingerprinting? Changing lay-out?



Robustness?



Foundational for BLE, PDR, and Wi-Fi?



Offline; SLAM?





Thank you!