



Indoor positioning made ubiquitous

CEO Janne Haverinen
Place 2014
17 November 2014, London, UK

THE WORLD





IndoorAtlas is dedicated to serving app developers from all around the world by helping them to build amazing location-based apps and giving them the freedom and scale they deserve.

Indoor positioning made ubiquitous.

The positioning service powering location-based apps worldwide.

[TRY NOW FOR FREE](#)

[WATCH VIDEO](#)



Why you'll love IndoorAtlas

The [only solution](#) for building worldwide location-based apps.



1 Create venue

Use the IndoorAtlas web tool to create venues and add floor plans. Sign up and access the web tool directly from your account. For quick demos you can also create venues and add floor plans using the IndoorAtlas mobile app.

[WATCH VIDEO ►](#)

2 Collect data

Use the IndoorAtlas mobile app to access floor plans and collect magnetic field map data. The data is uploaded to the IndoorAtlas cloud service and is used to create the magnetic field map of the venue.

[WATCH VIDEO ►](#)

3 Create app

Use the IndoorAtlas SDK to add location based features to your mobile app. The IndoorAtlas API communicates with the positioning service that computes device's location and returns it back to your mobile app.

[SIGN UP NOW](#)

IndoorAtlas news

November 10th 2014

New IndoorAtlas iOS SDK and mobile app released

New IndoorAtlas iOS SDK and mobile app updates are now available at [www](#)

September 3rd 2014

Baidu Invests \$10M in Mapping Software Maker IndoorAtlas

Finnish startup IndoorAtlas, which

Support



We're here to help with any questions or comments. If you just want to say hi, that's cool too.

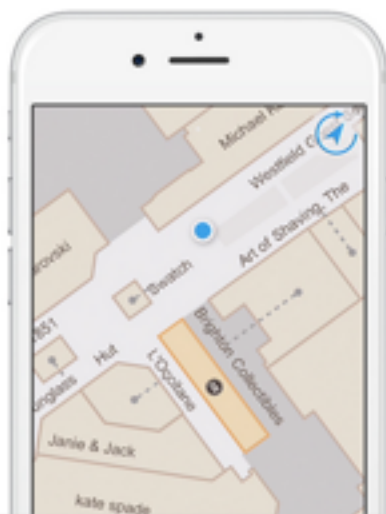
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Join IndoorAtlas



The positioning service powering location-based apps worldwide. Sign-up and start today.

[SIGN UP](#)



Download our newest iOS app

New IndoorAtlas mobile app for iOS is now available at App Store.

What's New:

- Completely redesigned user interface
- Improved cloud connection for low bandwidth networks
- Performance improvements
- New iOS SDK

New SDK and IndoorAtlas mobile app for Android will be available soon. Stay tuned.



In the media

TechCrunch

Finnish startup IndoorAtlas, which develops indoor mapping technology that uses magnetic positioning, has

Even in an age of GPS-equipped smartphones, it's tough to pinpoint your exact location inside a building or

People have used magnetic compasses to find their way outdoors for centuries. In a twist, a startup has found a way to



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Baidu Invests \$10M In Mapping Software Maker IndoorAtlas

Posted Sep 2, 2014 by [Catherine Shu \(@catherineshu\)](#)

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Finnish startup [IndoorAtlas](#), which develops indoor mapping technology that uses magnetic positioning, has received a \$10 million investment from [Baidu](#), China's top search company. The two companies also announced that they have signed an agreement which will make Baidu the only user of IndoorAtlas' technology in China.

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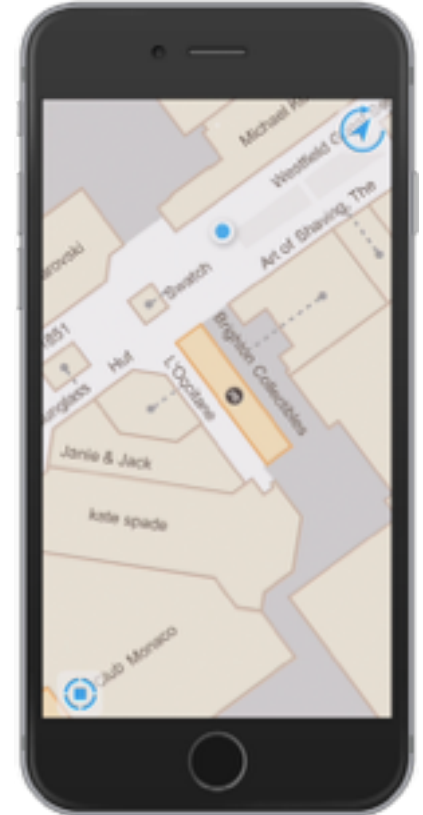
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Why IndoorAtlas

- Software-only solution
- Works virtually in every modern building
- Works on all platforms
- Cost efficient
- Unprecedented freedom and scale for location-based apps
- Deployment can be crowdsourced: single app can work in all venues, globally



How it works; illustrated

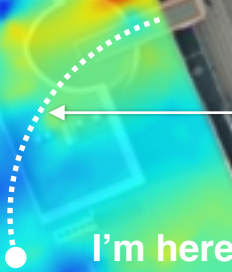
Retail store



Magnetic map

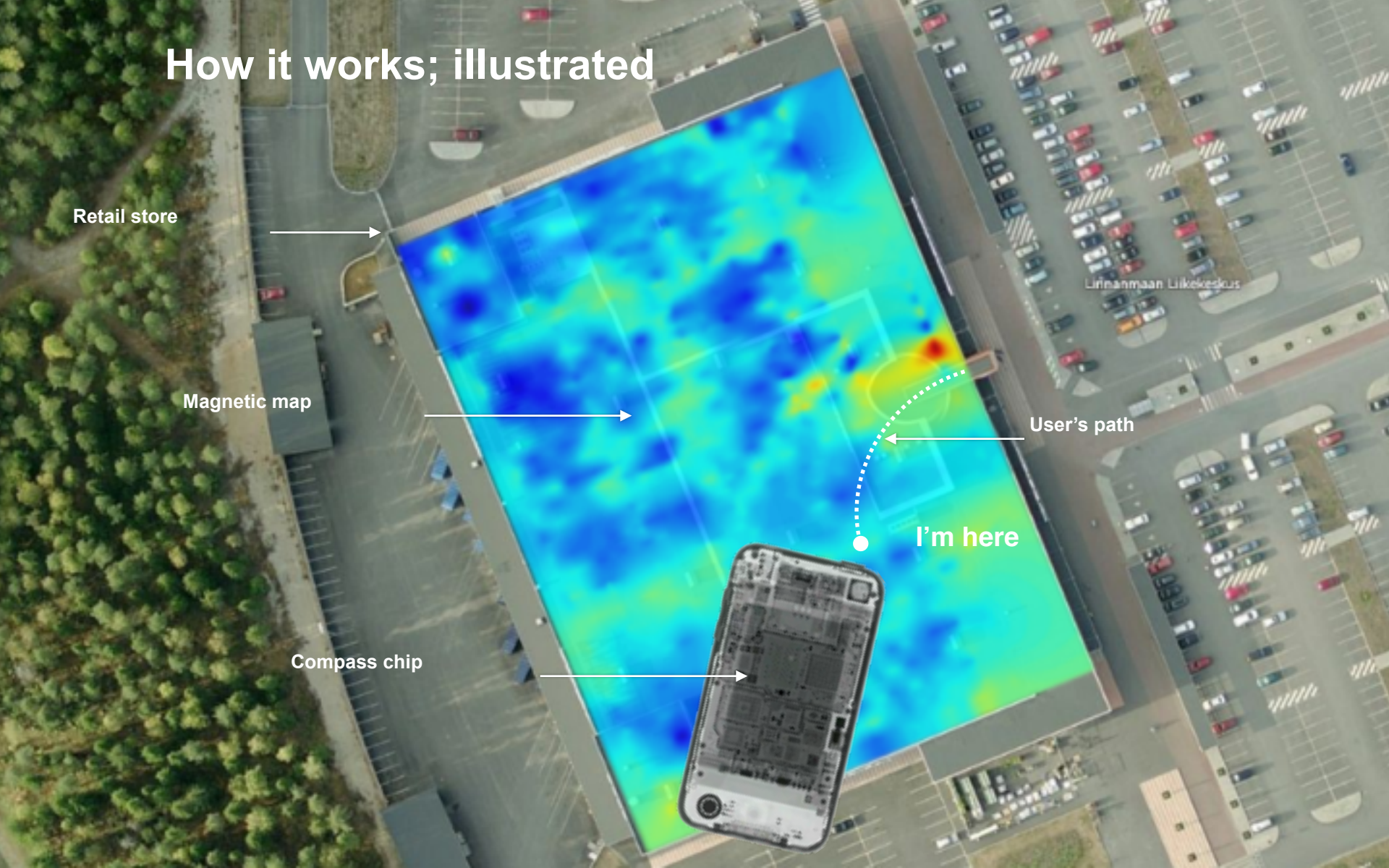
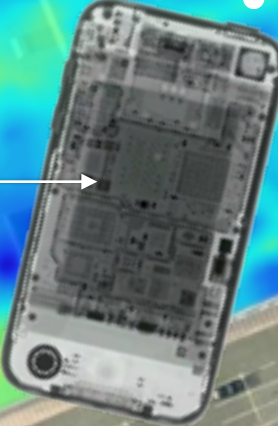


User's path



I'm here

Compass chip

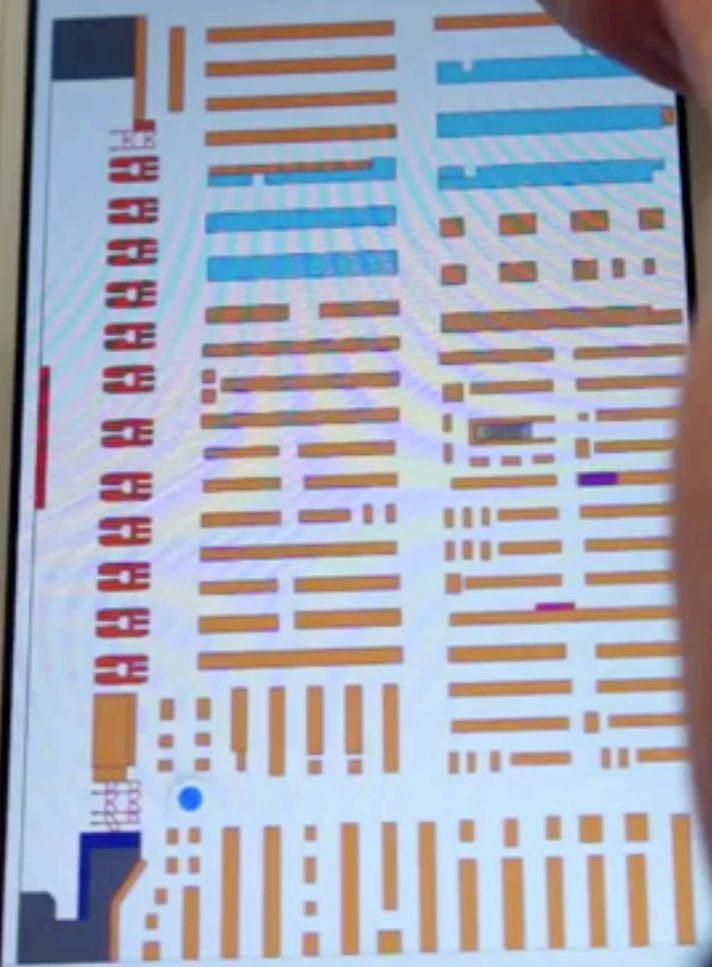


IndoorAtlas PaaS



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Prisma Store



Why China

- Baidu is map search market leader
- >> 100M potential MAUs
- Maps scale fast indoors: malls, airports, retailers, entertainment centres etc.
- Highly competitive and dynamic market
- Huge e-commerce and online-to-offline commerce opportunity; grows fast



Thank you.

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