The Deep Location ™ Company

CONTENTS

BACKGROUND

Pointr is the leading Deep Location platform, with deployments over 15 countries ranging from Americas, Europe and Asia.

Key areas of expertise:

- Indoor Positioning of people and assets

- Digitising venues' contents and maps

- 2D, 3D & AR Dynamic Wayfinding

- Smart Contextual Engagement

- Quick System Integrations

- Machine Learning & Deep Data Analytics

·················· *AS SEEN ON* ··················

BBC   FT FINANCIAL TIMES   London Evening Standard   TechCrunch   CNBC-e   Stuff

Quick Facts

Key Industries:

Retail	Travel
Industrial	Office

Offices in:

London (HQ)	Istanbul
Dubai	US (soon)

Local partners in:

Hong Kong	US
Singapore	Canada
Finland	Denmark

Business Model:

Software as a Service

GLOBAL CLIENTS

Hongkong Land

Harrods

IKEA

Sainsbury's

SELFRIDGES&C?

Hysan 希慎

CapitaLand

Virgin trains

NetworkRail

easyJet

Dubai Airports
Connecting the World

London Luton Airport

YOUR LONDON AIRPORT
Gatwick

BRITISH AIRWAYS

PEPSICO

Microsoft

BOSCH

Stena Line

+ And Many More...

"We've tried many different indoor positioning products.
The precision and smoothness of Pointr Labs' solution really stood out for us"
-

Colin Mair, Head of Innovation and IT Strategy at **Heathrow.**

Pointr

GLOBAL PARTNERS

" *ARUP looks for small innovative companies to help develop product specifically tailored to the unique problems that it's scale presents. Pointrlabs is the embodiment of such innovation and the solution is already operating beyond the original specifications helping us drive more from our everyday operations for us.*

-
Stuart Hawkins, Associate Director at Arup, Dubai (On behalf of Dubai Airports) "

WHY POINTR?

- High performance
- Complete platform
  - iOS + Android + Web + Kiosk
  - Analytics, Marketing, CMS, Map
  - Cloud / On-premise
- Minimal setup, minimal maintenance
- Designed for integration
- Track record of success

PointrCloud

Powered by Microsoft Azure

Real-time **Business Intelligence & Analytics**

CONTEXTUAL NOTIFICATIONS   MOTION ANALYTICS   SEARCH BEHAVIOUR   ASSET TRACKING   VENUE MANAGEMENT

Pointr Mobile
iOS / Android App SDK

Pointr POP
App-Free Solutions

Sensor Agnostic
BLE, WiFi and more

For more information
www.pointrlabs.com

INDOOR POSITIONING

Patent pending, world-class, real time positioning.

Our core offering:

- Accurate positioning
- Automatic Floor Change
- No latency
- User Orientation* (Hugging man)
- Multiplatform (iOS & Android)

Awarded international tenders based on performance:

Dubai Airports
Connecting the World

YOUR LONDON AIRPORT
Gatwick

*Without using the compass
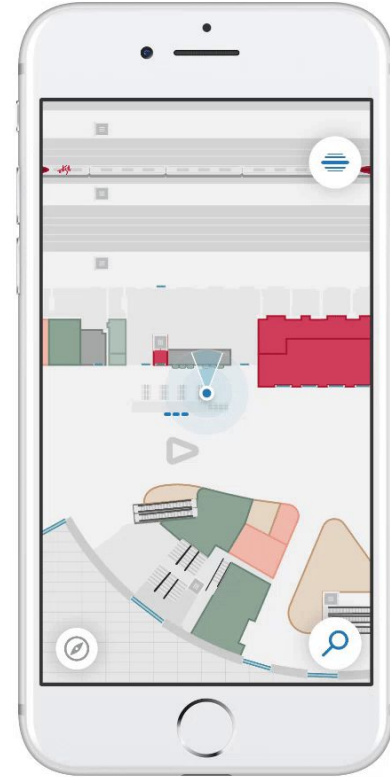
WAYFINDING

Not everyone navigates the same, that's why we have all areas covered.

2D Maps, 3D Maps, Augmented Reality,Voice Based Navigation

Not limited by predefined paths, true dynamic navigation.

Functionalities:

- Journey planning (direction & time)
- Turn-by-turn navigation
- Multi-level automatic routing
- Customisable (predefined, free navigation...)
- Accessibility Focused (Wheelchair users...)
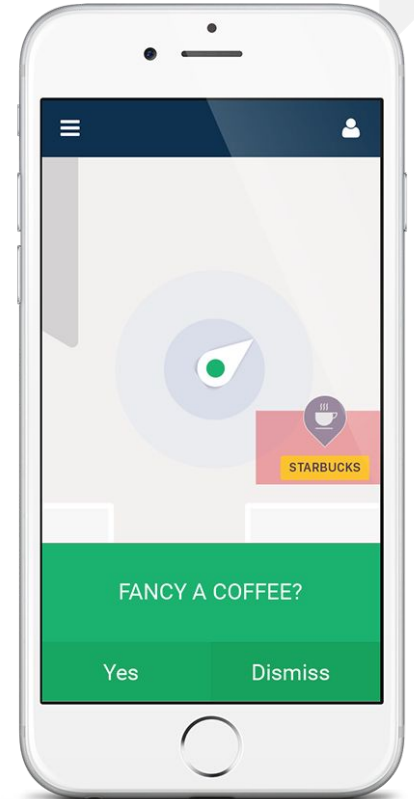- Multilingual
- Works Offline (only bluetooth switched on)

DESTINATION
Check-in counter

Follow the line

Pointr
+AIRPORT
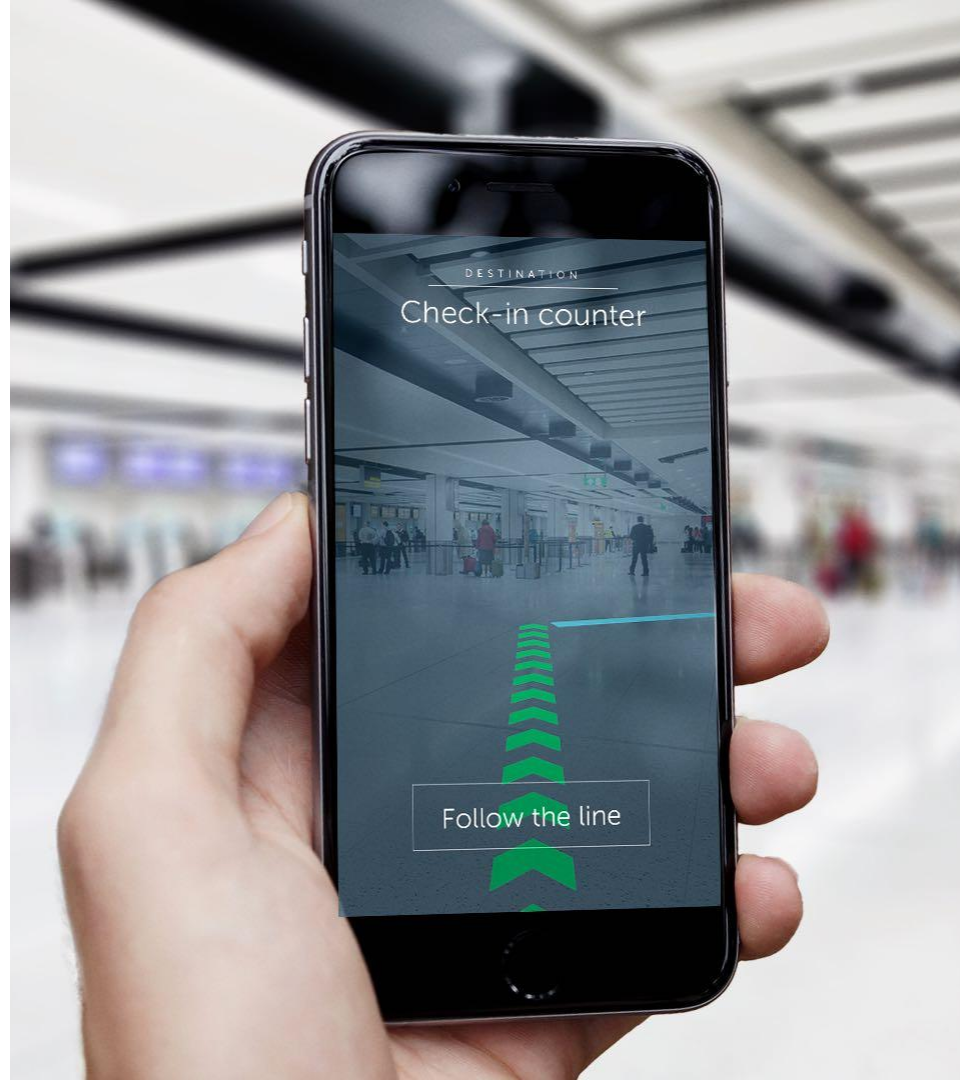
LOCATION BASED ENGAGEMENT

Seamlessly push the right content, to the right person, at the right time and location.

Our core offering:

- Remote Push
- Slide-to-open
- In-app push
- Survey Mode
- Media Support
- Traceability
- Works in Background

DATA ANALYTICS

Every second and data point matters.

Accurate location means better data quality to make decisions

Data Analytics Cover:
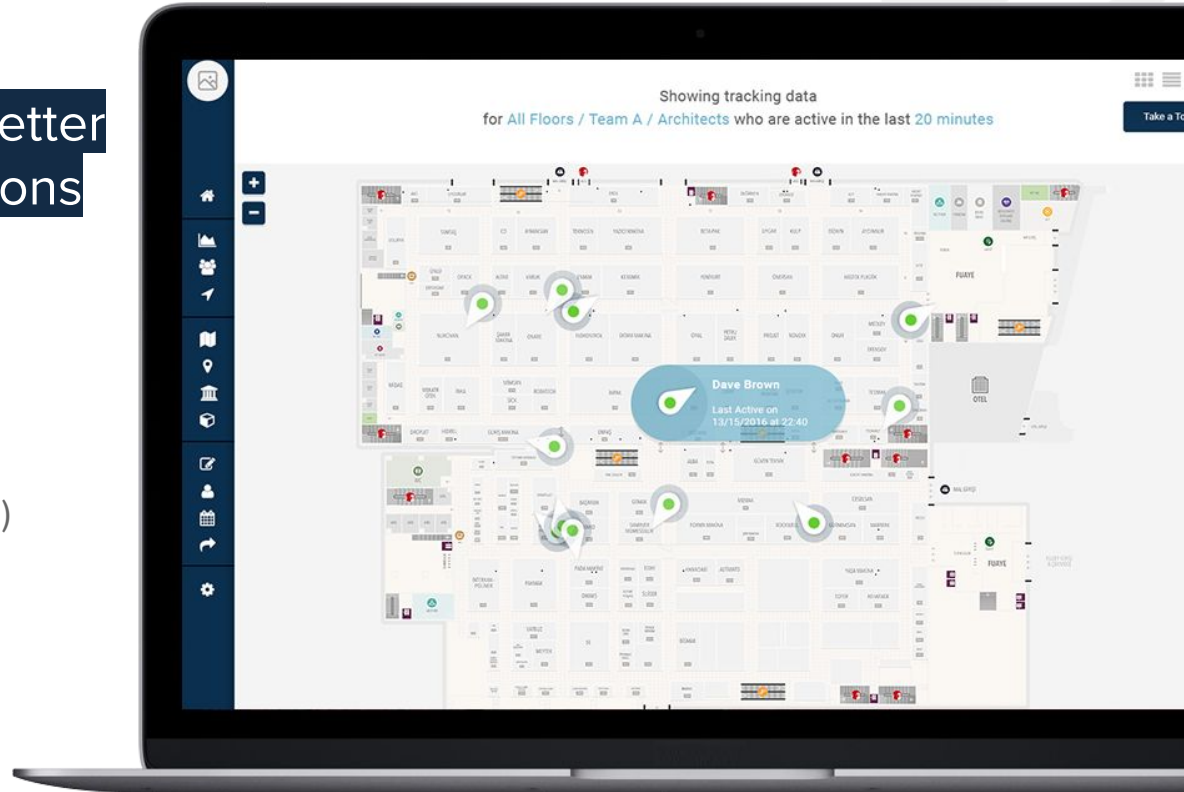
Heatmaps

Completed Path Analytics

Real-time tracking (assets and people)

Engagement Analytics

Path Simulation

Zonal Footfall

Search Sentiment Analytics

CASE STUDY

IKEA

Project Description:
IKEA has been investing in LBS (Location Based Systems) and LBM (Location Based Marketing) for over 6+ years. IKEA tested a range of solutions, ranging from WiFi to camera based and bluetooth beacon solutions. After their unsuccessful pilot with Cisco (for 18 months), they switched to Pointr.

Pointr delivered:
- Bluetooth Beacon Infrastructure deployed in IKEA's in the following countries: USA, Canada, Japan, Germany, Sweden, UAE, Spain, and Italy.
- iOS/Android SDK which is integrated into the official IKEA mobile application.
- Features provided by Pointr:
    - Indoor Positioning / Blue-dot
    - Device orientation (without using compass)
    - Indoor Navigation with Product Search seamless integration
    - Location Based Messaging
    - POI search
    - High resolution, memory optimised maps
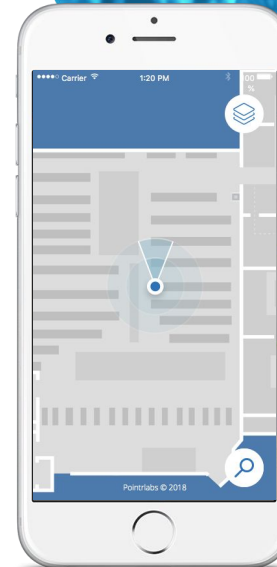
CASE STUDY

HARRODS

Project Description:
With over 1 million sqft of retail space, Harrods is the largest department store in Europe. Pointr has been working with Harrods since 2014

Pointr delivered:
- Bluetooth Beacon Infrastructure (500) deployed throughout entire estate
- iOS/Android SDK which is integrated into the official Harrods mobile application.
- Features provided by Pointr:
  - Indoor Positioning / Blue-dot
  - Device orientation (without using compass)
  - Indoor Navigation with Product Search seamless integration
  - Location Based Messaging
  - POI search

Harrods

HARRODS

Ratings and Reviews
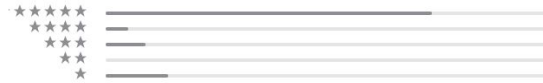
4.2
out of 5   22 Ratings

Love it   5 Mar 2018
★★★★★   melissa3007

This app has everything! The monthly digital magazine has amazing content - from recipes and travel to fashion... (and the photoshoots are beautiful!) The mobile store guide is incredibly handy to have for any trips to the store - it's not hard to get lost in Harrods more

A google maps for Harrods   2 Mar 2018
★★★★★   ambro_

Being able to search through the brands list and generate routes is so handy for when I'm shopping in Harrods. Content in the mag is great too with lots of videos.

A great 'go-to' app for all needs 2 Mar 2018
★★★★★   Samantha__x

The mobile store maps is a godsend! Super helpful when shopping in th Knightsbridge store so I don't get lost but there's also an events page, online shopping and a magazine.
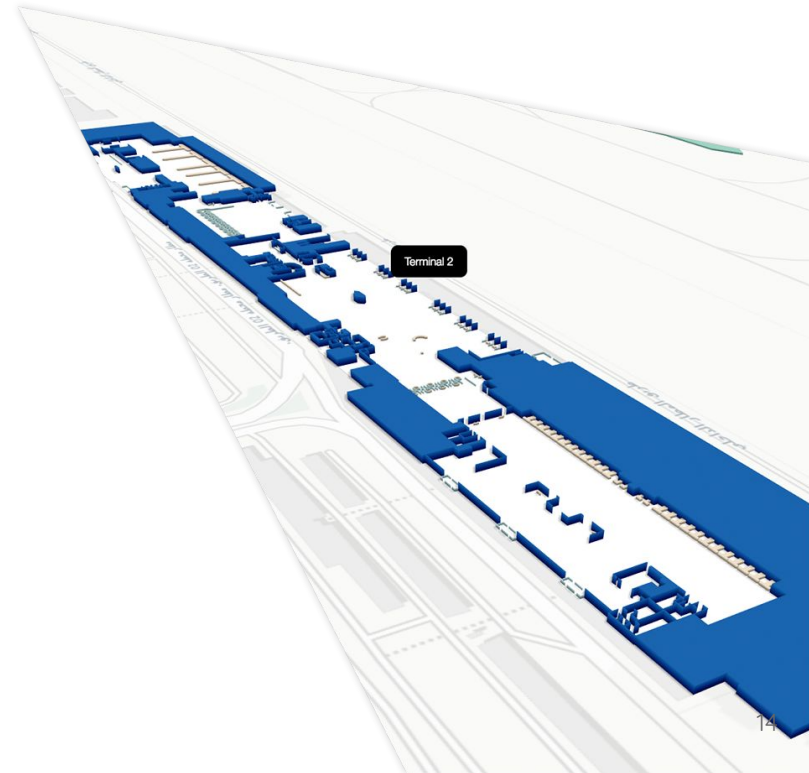
Harrods

DUBAI INTERNATIONAL AIRPORT

Project Description:
Dubai International Airport is the world's second busiest airport. In 2016, DXB handled **83.6 million** passengers.

Won through global tender: The procurement, delivery and maintenance of a fully functional indoor location system.

Pointr delivered:
- Location infrastructure throughout the Airport (both active and passive tracking)
- iOS/Android SDK for Dubai Airport App that provides:
    - Indoor Positioning / Blue-dot
    - Device orientation (without using compass)
    - Indoor Navigation (including shuttle journey)
    - Location Based Messaging
    - Augmented Reality Navigation
    - Voice Activated Control
    - POI search
    - High resolution, memory optimised maps
- Enterprise Level Digital Maps - Pointr built a completely new map for Dubai Airport, both airside and landside.

Dubai Airports
Connecting the World

Terminal 2

DUBAI INTERNATIONAL AIRPORT

Project Description:
Dubai International Airport is the world's second busiest airport. In 2016, DXB handled **83.6 million** passengers.

Won through global tender: The procurement, design and maintenance of a fully functional indoor location system.

Pointr delivered:
- Location infrastructure throughout the Airport (both active and passive tracking)
- iOS/Android SDK for Dubai Airport, including:
  - Indoor Positioning / Blue-dot
  - Device orientation (with
  - Indoor Navigation (including shuttle journey)
  - Location Based Messaging
  - Augmented Reality
  - Voice Activated Control
  - POI search
  - High resolution, memory optimised maps
- Enterprise Level Digital Maps - Pointr built a completely new map for Dubai Airport, both airside and landside.

TECHNOLOGY IS THE ANSWER TO IMPROVING PAX EXPERIENCE.

POINTR IS THE EMBODIMENT OF SUCH INNOVATION AND THE SOLUTION IS ALREADY OPERATING BEYOND THE ORIGINAL SPECIFICATIONS AND HELPING US DRIVE OUR EVERYDAY OPERATIONS

STUART HAWKINS, DUBAI INTERNATIONAL AIRPORT, 2018

Terminal 2

TO CONCLUDE - WHY POINTR?

We are computer scientists. Have built a platform that provides a robust technology with minimal maintenance requirements.

We have the quality. We deliver the quality level consumers expect in positioning as well as the fine grain data venues need to excel.

We have delivered. Track record of delivery with international/domestic clients both in Aviation and also other sectors touching +1 billion visitors.

We have the know-how. The only company globally to have this much diverse, deployed and functioning clients .

We are agile and future proof. Constantly investing in R&D to provide the best possible service. In this sector for the long run.

By working with us you acquire an in-house team that you can rely on for the long run, working to deliver what the future of indoor location holds.

"Really impressed with Pointr's accuracy of positioning and user experience" - Kathryn Malloch, Group Product Innovation Manager **Hammerson PLC**

"This is the future" - Daniel Young, Head of Digital, **easyJet**

"We were really impressed with the technology and how quickly we were able to see the results" - Navid Tehrani, **United Airlines**

Thank you!

TREVAYNE O'BRIEN
Commercial Manager

✉ trevayne.obrien@pointrlabs.com

📱 +44 73969115139

📍 LONDON

Pointr

The Deep Location ™ Company