

March 22, 2022 | **Company Overview**

# Pointr's Deep Location<sup>®</sup> for Smart Indoors



The Deep Location™  
Company

[www.pointr.tech](http://www.pointr.tech)

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# Meet Pointr

## The Deep Location® platform for smart buildings

- Built in 2013 by a team of computer scientists
- Best performing and only scalable indoor location and mapping platform
- Strong track record working with Fortune 500 companies
- Deployed in 27 countries across North America, Europe and Asia
- Already digitized more than 4 billion sqft. for 12 Fortune 100 companies

**3,000+** Venues

Our solution is highly scalable and is live in over 3,000 venues

**20+** Patents

20+ patents for our Deep Location platform®.

**5 Billion** sqft

We are on track to digitize 5 billion sqft of commercial buildings in 2022

RECOGNIZED BY

**Gartner** **FORRESTER®**

RECENT PRESS

**BBC**

**FT**  
FINANCIAL  
TIMES

London  
**Evening  
Standard**

**TC** TechCrunch

**CNBC-6**

**Stuff**

## Quick Facts



### Key Industries:

Workplace

Healthcare

Retail

Aviation

### Offices in:

Boston

London (HQ)

3x R&D offices (Europe)

2x Support offices in (Dubai, Bangkok)

### Local partners in:

US

Canada

Singapore

Hong Kong

Finland

Denmark

### Business Model:

Software as a Service

[www.pointr.tech](http://www.pointr.tech)

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# Global Clients



+ And Many More...

“

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

”

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

# Global Partners



## Strategic Alliances

## Hardware & Device Partners

## Independent Software Vendors

## Software Integrators



Panasonic Lighting Americas, Inc.



ARUP

PLUGANDPLAY

OSRAM



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# Pointr Deep Location® Capabilities



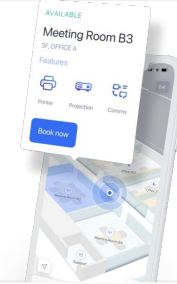
## Maps

**Fast roll-out** digital maps with **automatic CAD conversion** feature. Keep your maps up-to-date and available to your team and public at all time.



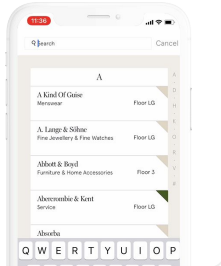
## Indoor Location

Accurate indoor positioning (1-3 meters) with **smooth multi-level** transitions.



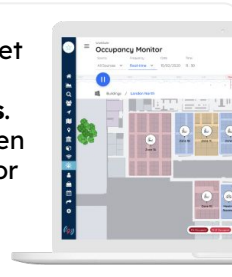
## Wayfinding

Guide your team, employees or visitors to their destination via the **fastest route**.



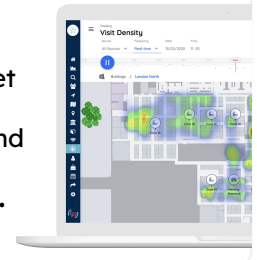
## Geofencing

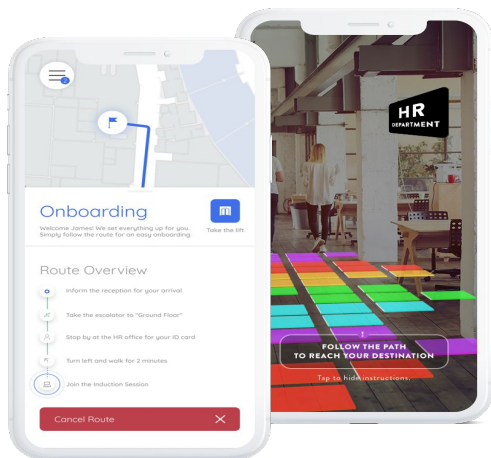
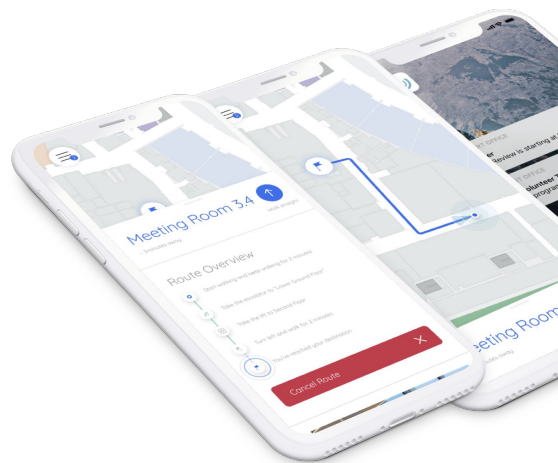
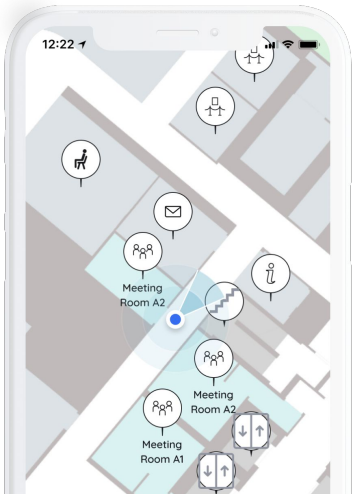
Create virtual zones to set **occupancy limits** or enforce **restricted areas**. Trigger notifications when an area is overcrowded or when a user enters a certain areas.



## Analytics

Understand the traffic flow and congestion. Get valuable insights to **optimise your space** and help contribute to a **healthier environment**.





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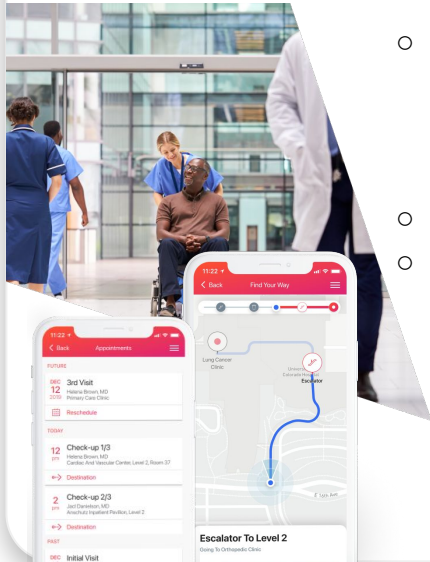
WE HAVE THE RIGHT TECHNOLOGY

# Our Solutions



## Smart Hospital

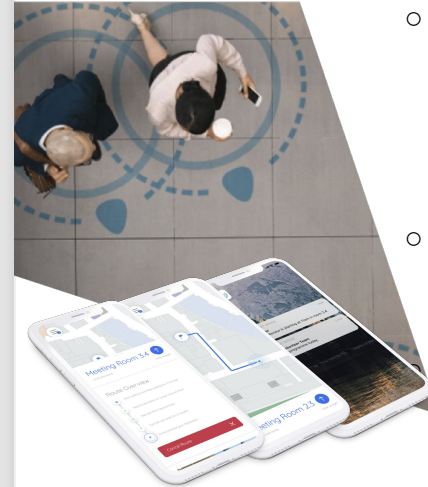
Guide patients through their care journey and improve hospital operations



- Guide patients from home all the way to their care room with hospital maps and digital wayfinding
- Save costs
- Improve space utilization with location analytics

## Smart Workplace

Reopen buildings safely, improve employee engagement and space utilization



- Guide employees to the nearest available meeting rooms or workstations with digital maps, wayfinding and geofencing
- Unlock space utilization analytics, view visitor flows and heatmaps
- Reopen your building safely with contact tracing & occupancy management

# Our Solutions



## Smart Retail

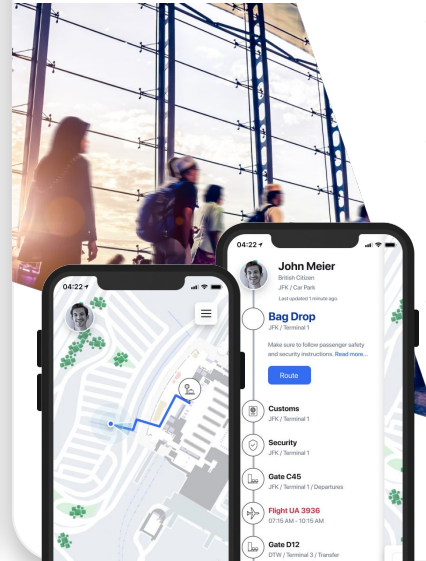
Understand shopper journeys, improve the in-store experience and retail operations



- Understand customers with location-based analytics (heatmaps, dwell times, occupancy, path replay...)
- Create a mobile store guide with digital maps & product catalogue to help shoppers find their favourite products
- Improve order fulfillment with smart employee routing

## Smart Airport

Enable a seamless passenger experience and optimize airport operations



- Enable digital wayfinding from home all the way to the airport, also in AR
- Location-based notifications to reduce late to gate & increase non-aeronautical revenue
- Better PRM journeys with real-time tracking

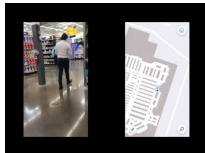


WE HAVE THE RIGHT TECHNOLOGY

# Our team have solved indoor location. We call it the Deep Location® platform

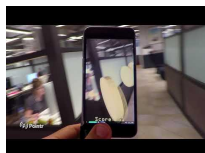


	Deep Location™ platform	Others	
Performance	Location accuracy	< 1-3 meters, real-time (patented)	5-20 meters, delayed
	Orientation	Smooth (compass-free) (patented)	Inaccurate (compass)
	Floor detection	Highly accurate (patented)	Inaccurate (jumps to wrong floors)
Scale	Time to deploy	Hours (patented)	Weeks or months
	Upkeep	None (patented)	Monthly maintenance
	Setup cost	\$	\$\$\$



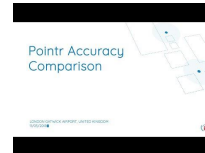
High accuracy (@Walmart)

[Link](#)



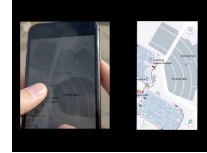
Pointr AR  
“Take me to the Cookie Jar”

[Link](#)



Comparison vs Apple and Google

[Link](#)



Smooth In-Out transition

[Link](#)



# Enabling Your Smart Venue

1. Better visitor experience
2. Smarter operations

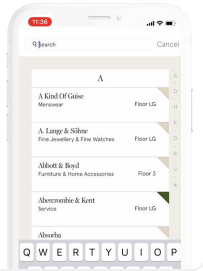


# Better visitor experience



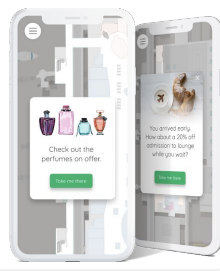
## Indoor Maps & Wayfinding

Guide your employees or visitors to their destination via the **most accessible and fastest route.**



## Location-based engagement

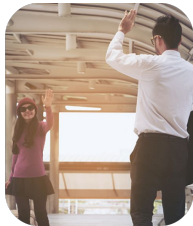
Increase satisfaction by **providing personalised notifications and useful services** to your visitors at the right moment.



Elevate your on-site experience with location-based services.

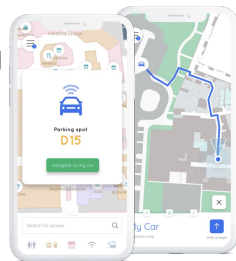
## Location Sharing

**Request or assign assistance** to the visitors or staff at their live location. Improve office productivity by enabling employees to quickly **locate their colleagues.**



## Find My Car

Automatically **mark your parked car on the map** and seamlessly navigate back when you are ready to leave.

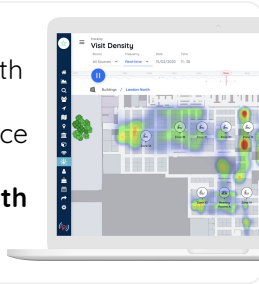


# Smarter operations



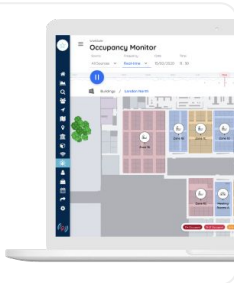
## Space Utilization Analytics

Understand how visitors interact with your venues and optimize your space with **heatmaps, zonal footfall, path analytics and search analytics.**



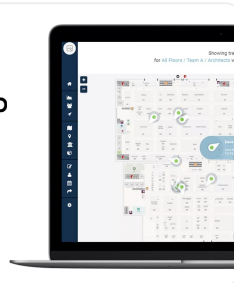
## Geofencing

Create virtual zones to set **occupancy limits** or enforce **restricted areas**, trigger notifications in accordance with your parameters.

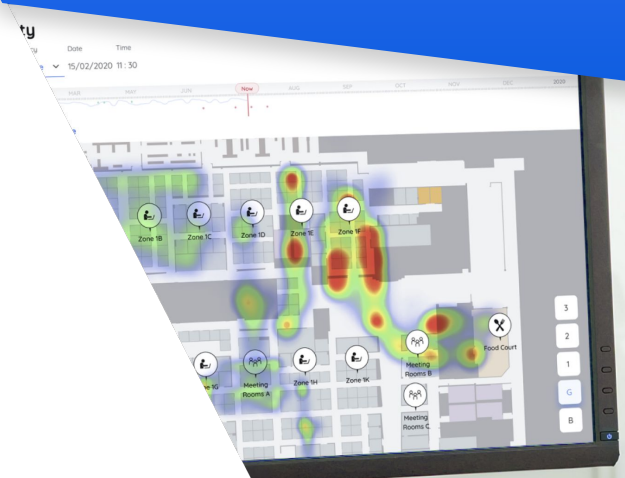


## Multi-platform

Pointr navigation is **available across devices, on the web and can integrate into your APIs** so staff can print directions for your visitors.



Level up your operations, cut costs and support your team with real-time tracking



# And more...



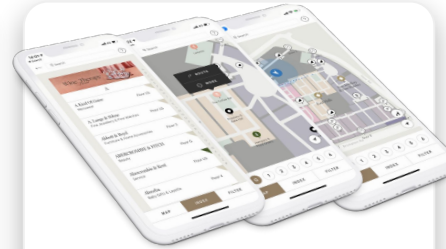
## Augmenting Reality™

Guide visitors and customers with AR wayfinding to create an enjoyable experience and ultimately build an emotional connection with the brand.



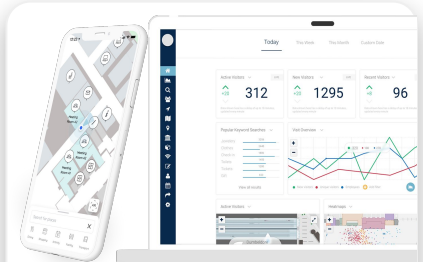
## Map Scale

Retrieve CAD files automatically and create beautifully designed, interactive digital maps at scale. Live in a major U.S. department store retailer across 1,000 locations.



## Digital Twin

List information about your services, products and amenities. Allow guests to interact with your venue and your staff via the app. Available across multiple platforms.



## On-site team for SDK integration

Fast roll-out + after-sales training to get you up and running ASAP.



# We Guide You Step-by-Step

## Dedicated Project Manager

We dedicate a technical project manager to your deployment and agree on KPIs

## Go Live

We go live in your venue in just 45 days

## Consultation

A member of the Pointr team gathers your requirements

## Remote Setup

We survey your existing hardware and configure the mobile app or SDK

## Review KPIs & Training

We review the KPIs with you and provide training to your team



# Case Study

1. Harrods
2. Gatwick Airport
3. UC Health



## CASE STUDY

# A Mobile Store Guide at Harrods



### Challenge

With over 1 million sqft of retail space and up to 100,000 visitors a day, it is not always easy to navigate through Harrods. Pointr provided the solution by powering the Mobile Store Guide within the Harrods app.

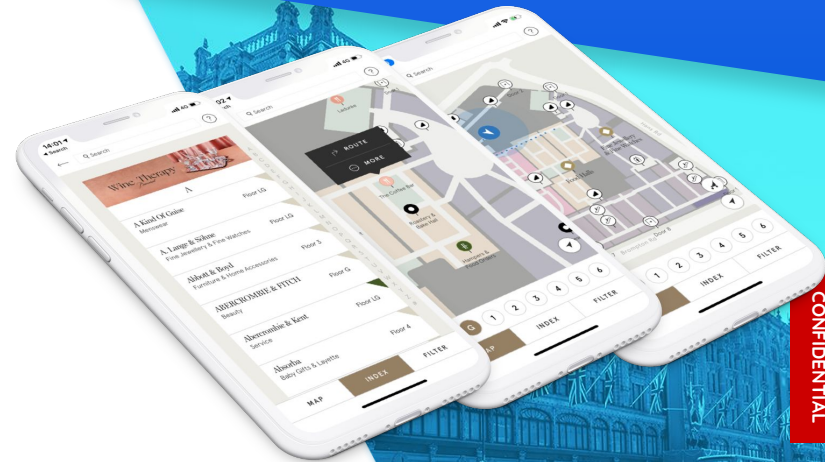
### Pointr Solution

- **Location-Based Services** - Real-time location, turn-by-turn navigation including accessible routes and location sharing. Customers can find items and assistance and get directions easily.
- **Location-Based Marketing** - Personalized notifications and offers to customers based on their location and profiles across multiple platforms (SMS, email and social media).
- **Location-Based Analytics** - Improve product placement and advertising by analysing busy areas and get a better understanding of customer behaviour (visit frequency and duration, filter by user segments).

### Outcome

The Mobile Store Guide has helped increase downloads by 60% YoY with a 22% uptake in average monthly users and improving return users by over half. In app user surveys, 9 in 10 had used the Mobile Store Guide to route their way around the one million square-foot Knightsbridge store. By providing a tool to support the customer journey, satisfaction and time spent shopping has increased, leading to more store visits and trade.

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## CASE STUDY

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The Mobile Store Guide has helped increase

### Pointz

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

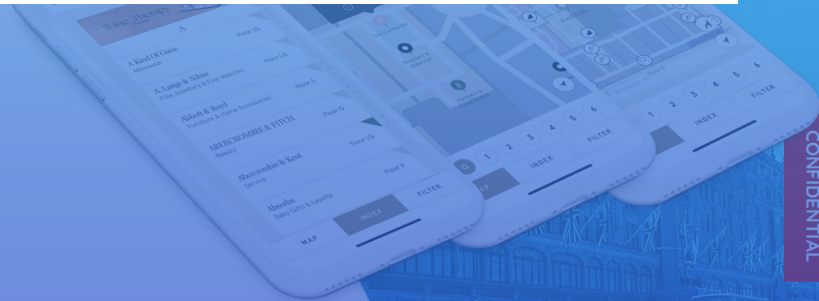
Samantha\_x

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.

advertising by analysing busy areas and get a better understanding of customer behaviour (visit frequency and duration, filter by user segments).

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# A Better Passenger Experience at Gatwick Airport

## Challenge

London Gatwick Airport is UK's 2nd largest airport, handling 43.1 million passengers. As part of Gatwick's \$3.2 billion transformation programme, Pointr was selected to provide procurement, delivery and maintenance of a fully functional indoor location system.

## Pointr Solution

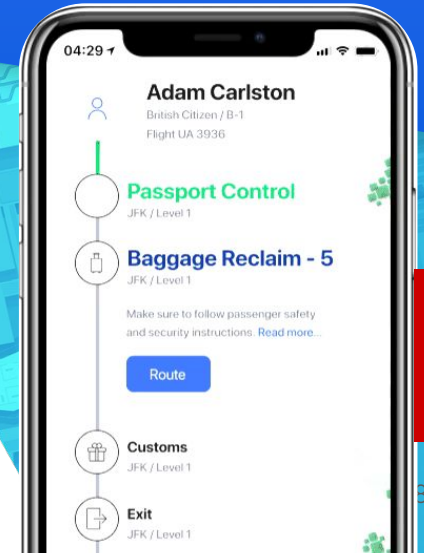
Pointr deployed 1,800 beacons throughout Gatwick Airport, covering all public areas in 2 terminals, including hotel access and car parks. We integrated into an iOS/Android standalone Gatwick App that provides:

- **Location-Based Analytics**, including heatmaps, engagement statistics, and crowd simulation
- **Location-Based Services**, providing indoor navigation with
  - Augmented reality navigation
  - Voice activated control
  - Point of interest search
  - High resolution, memory optimized maps
- **Location-Based Marketing** powered by context messaging and geofencing

“Pointr is the only cost effective solution that works indoors.

We have engaged Pointr to provide location services and indoor mapping services as end-to-end service.”

**Abhi Chacko, Head of Innovation at Gatwick Airport Limited**



# Seamless indoor-outdoor campus wayfinding at UCHealth



## Challenge

After 3 years of poor patient wayfinding performance with their existing technology vendor, UCHealth decided to evaluate 3 new vendors, including Pintr.

During the pilot, Pintr's Deep Location® technology proved to be the most accurate indoor positioning with the best overall wayfinding experience. As a result, UCHealth selected Pintr to provide indoor positioning and indoor - outdoor wayfinding across a dozen buildings.

## Pintr Solution

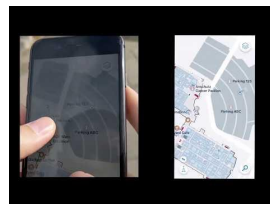
Pintr's wayfinding solution is designed to enable patients and visitors to seamlessly navigate throughout the campus and its many buildings with turn-by-turn directions. The UCHealth app encompasses more than sixty floors across a dozen buildings. It combines Pintr's Deep Location® location technology, Bluetooth beacons, indoor/outdoor way-finding, and tie-ins with an electronic health records (EHR) system.

## Outcome

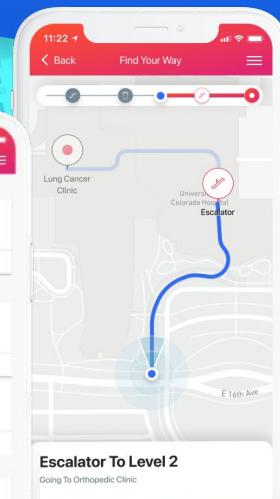
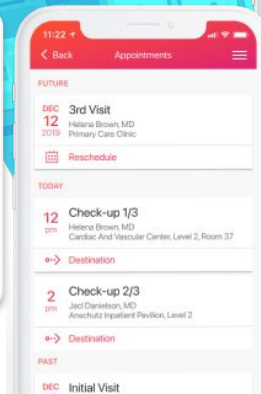
Pintr was able to successfully integrate its Deep Location® technology across the campus, simplifying navigation and improving the patient experience, as well as reducing anxiety for visitors and patients struggling to find their way to their appointment.

“Offering user-friendly tools within the UCHealth app to help patients easily find their way to appointments and clinic areas will help our large health system become more friendly and accessible.”

**Manny Rodriguez, Chief marketing, experience and customer officer, UCHealth**



[Watch Video](#)



# A better passenger experience at O'Hare with United Airlines



## Challenge

To create a seamless passenger experience and keep them engaged in real-time can be challenging for large-scale airports like O'Hare, a major hub for United Airlines in Chicago. Pointr works with United Airlines to optimize passenger experience by implementing location-based push notifications using geofencing technology.

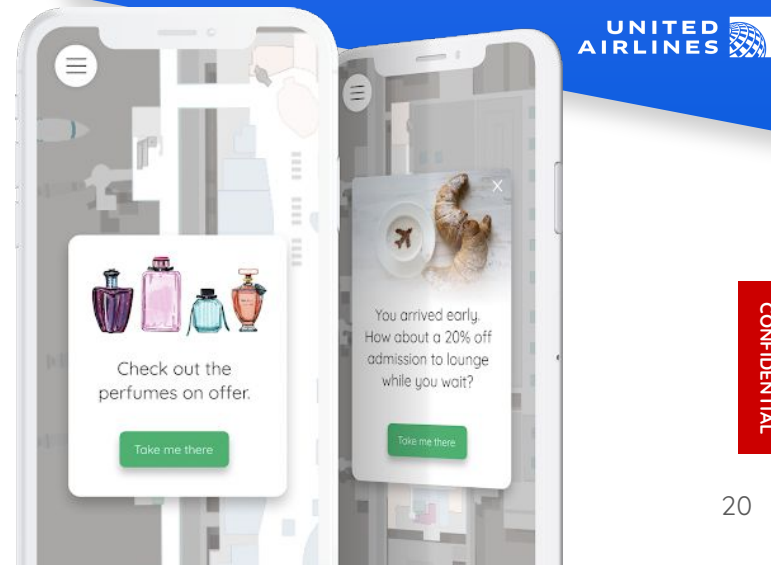
## Pointr Solution

- Use the existing Aruba beacon deployment at O'Hare to support accurate positioning of device users with blue-dot throughout the airport
- Supply Android and iOS SDKs to provide accurate blue dot location services and precise location-notifications.
- Integrate multiple data sources with individual & duty-free retail information provided by multiple providers.
- Allow duty-free shops to pay for advertisement via push-notification to increase passenger engagement with the duty-free retail floor.

## Outcome

Together with United Airlines, Pointr delivers location-based engagement like push notifications to inform passengers with important information and marketing discounts to enhance personalized passenger experience and vendor engagement around O'Hare international airport.

- Improve personalized experience for passengers
- Increase vendor engagement
- Push notifications to keep passengers informed with important information
- Use existing Aruba beacon deployment to support Pointr's Deep Location



# Ready to Transform Your Venue?

## Let's Talk

EGE AKPINAR  
CEO

[ege.akpinar@pointr.tech](mailto:ege.akpinar@pointr.tech)

415-542-6784

BOSTON



[www.pointrlabs.com](http://www.pointrlabs.com)

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# APPENDIX

SOLUTION

# Pointr Deep Location® Platform

The only scalable, high performance solution



**Built by computer scientists**  
(incl. 5 PhDs and 1 Professor)



**Multi-platform, integrated**  
with key infra and partners



**Fastest to deploy**  
(hours)



**Designed for**  
integration



**Best performance**  
(fueled by 20 patents)
















**Proven globally in 18**  
countries, >1000 venues



Deep Location™

# BLE vs VLC vs Geomagnetic



Attribute	Bluetooth Low Energy	Visible Light Communication (VLC)	Geomagnetic
<b>Experience</b>	<ul style="list-style-type: none"> <li>Supports background</li> <li>Minimal battery use</li> <li> Compatible with most mobile devices (including associate handhelds)</li> <li>Accurate and smooth location (with Pointr)</li> </ul>	<ul style="list-style-type: none"> <li> Does not work in the background</li> <li>High energy usage</li> <li> Requires camera (eg. associate handhelds or certain smartphones are not supported)</li> </ul>	<ul style="list-style-type: none"> <li> Does not work in the background</li> <li>Works for demos only, not a single live deployment (every geomagnetic company ends up installing BLE - eg. IndoorAtlas, Mapsted)</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li> Easy to install</li> </ul>	<ul style="list-style-type: none"> <li> Expensive provisioning</li> </ul>	<ul style="list-style-type: none"> <li> No hardware required</li> </ul>
<b>Scale</b>	<ul style="list-style-type: none"> <li> Minimal maintenance</li> </ul>	<ul style="list-style-type: none"> <li> Very sensitive maintenance</li> </ul>	<ul style="list-style-type: none"> <li> Requires constant maintenance</li> </ul>
<b>Future proof / Legal</b>	<ul style="list-style-type: none"> <li>Officially supported by both Apple and Google</li> <li> 5.1 brings even higher accuracy</li> <li>Data privacy compliant</li> <li>Adopted by all major technology players, including light and WiFi companies</li> </ul>	<ul style="list-style-type: none"> <li> <u>Future risk:</u> Apple likely to kill it (already announced they would “stop the location abuse” using unsupported technologies)</li> </ul>	<ul style="list-style-type: none"> <li> Data privacy issues (not supported by Apple or Google)</li> <li><u>Future risk:</u> Apple likely to kill it (already announced they would “stop the location abuse” using unsupported technologies)</li> </ul>

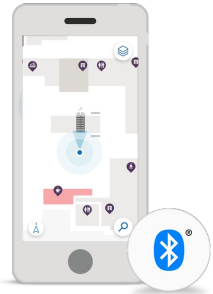


# Our Solutions

The best of both worlds



## App location



### How it works

The position is determined through interaction between the user's smartphone and the sensors placed at intervals throughout the venue.

### Benefits

- This method allows for user engagement (notifications, find your way)
- Data analytics are provided at user level
- Very rich interaction through your mobile app

## App-free location



### How it works

We integrate with existing Wi-Fi Access Points that can pick up Bluetooth / Wi-Fi signals from either smartphones or smart tags.

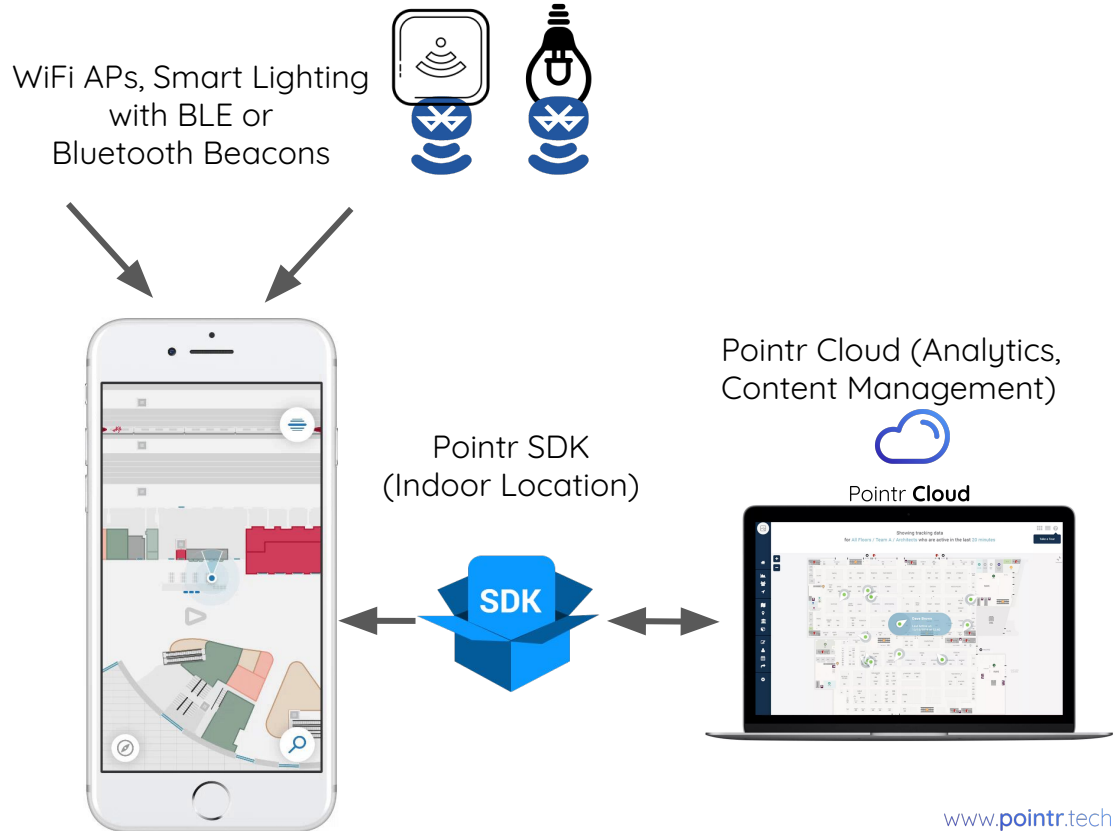
### Benefits

- Anonymous analytics for any smartphone
- For non-app use cases

# How it Works



- WiFi APs, Smart Lighting with BLE or Bluetooth Beacons broadcast location information.
- Pointtr SDK equipped device calculates “Blue-dot” position (no internet required).
- Device uploads location data to Pointtr Cloud for analytics.
- Pointtr Cloud can be used to push notifications and provide updates to maps.



# Technical Highlights



## The most accurate blue dot

The most accurate and scalable indoor positioning system, with 1-meter accuracy.



## App-based or app-free

The best of both worlds. We support both options.



## Plug & play

Minimal setup and maintenance. Our platform is designed for integration.



## Cloud or on-premise

Enterprise friendly and ready for integration.



## Secure & compliant

All data is anonymised, stored securely and in line with GDPR regulation. Venue owns the data.



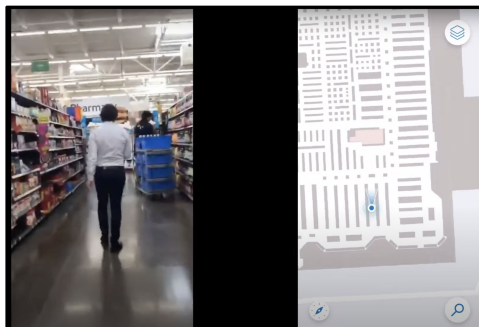
## Future proof

We are agile and constantly investing in R&D. In this sector for the long run.

# High performance indoor positioning is hard and we deliver it



Accurate indoor navigation & orientation



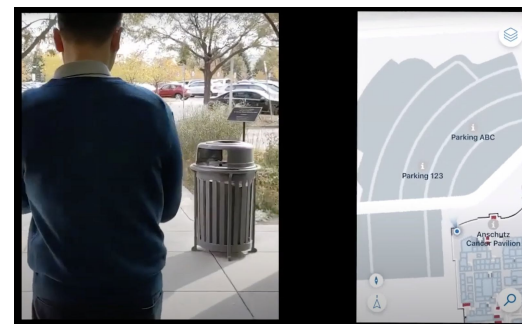
[Click Here](#)

Seamless across floor levels & complex spaces



[Click Here](#)

Smooth indoor to outdoor transition



[Click Here](#)

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