

The Workplace of Tomorrow. Delivered Today.



The Deep Location™
Company

www.pointnr.tech



Meet Pointr: A world leader in indoor location services

- Founded by computer scientists in 2014
- The best performing indoor positioning technology
- Strong track record working with large buildings
- Deployed in 18 countries: N America, Europe and Asia



AS SEEN ON



Quick Facts

Key Industries:

Workplace

Aviation

Retail

Industrial

Offices in:

Boston

London

3x R&D offices (Europe)

2x Support offices (Dubai, Bangkok)

Local partners in:

Hong Kong

US

Singapore

Canada

Finland

Denmark

Business Model:

Software as a Service

www.pointr.tech

They Trust Us



CBRE



Panasonic

Harrods



+ And Many More...

easyJet



*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**.

”

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Global Partners



Strategic Alliances

Hardware & Device Partners

Independent Software Vendors

Software Integrators



Pointnr is a Microsoft Global ISV partner



Pointnr is a member of the Bluetooth SIG



Global technology and manufacturing company

Panasonic Lighting Americas, Inc.

Global manufacturer of smart lighting solutions



Occupancy analytics & workplace management



Video-based people tracking software



Technology solutions for Asia's changing business environment



Full-service solutions for leading retail, CPG, travel & hospitality



Pointnr is a member of the NVIDIA's Inception Programme



Arup is a multinational professional services firm



People-focused lighting and intelligent controls



Cloud-driven networking solutions



Smart buildings solutions



Indoor data company



Information security solutions



IT solutions provider



The Bosch software platform for IoT solutions



Department for International Trade

The UK's Department for International Trade



Beacon manufacturer and leader in location IoT



Wireless Bluetooth hardware and solutions



Indoor mapping, built with Google Maps



Workplace experience platform



Engagement platform for professionals in offices



Tenant experience platform



Global IT consulting & services



Global technology accelerator & VC

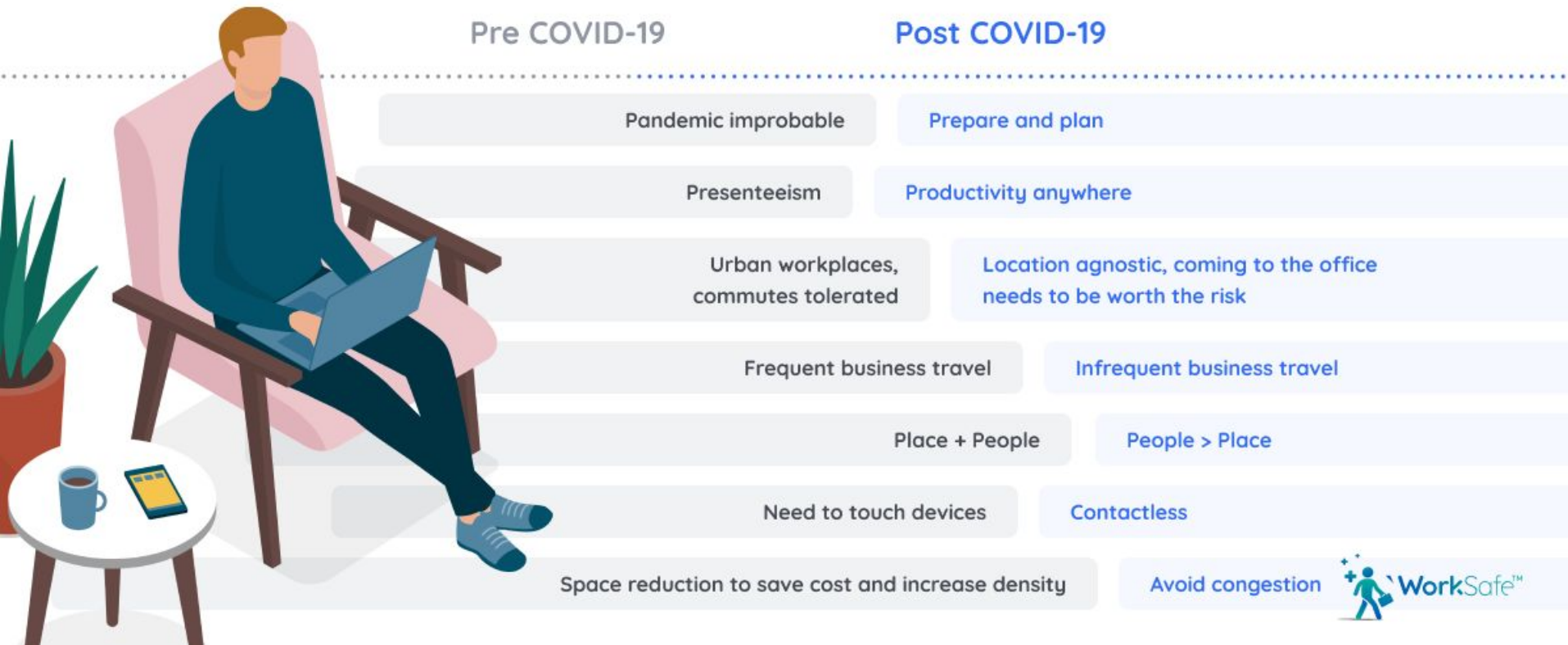


Short-range wireless identification products and solutions



Indoor Mapping Software

Covid-19: Key Drivers for Workplaces





Is Your Workplace Ready?

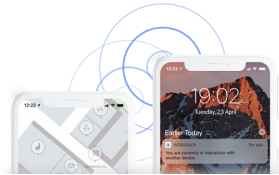


Enabling Your Smart Workplace

- 1- Reopen your workplace
- 2- Enhanced Employee Experience
- 3- Smarter Operations



Reopen your workplace with WorkSafe™



Contact Tracing

Who came into contact with who? Phone to phone proximity detection when in the office.



Occupancy Manager

Know how many people are in my building?



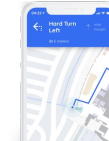
Congestion Supervisor

Know which areas get congested to optimize layout and minimize bottleneck.



Cleaning Monitor

Monitor cleaning to ensure it is completed for the duration and frequency required.



Wayfinding Navigator

Provide wayfinding along designated safe routes.

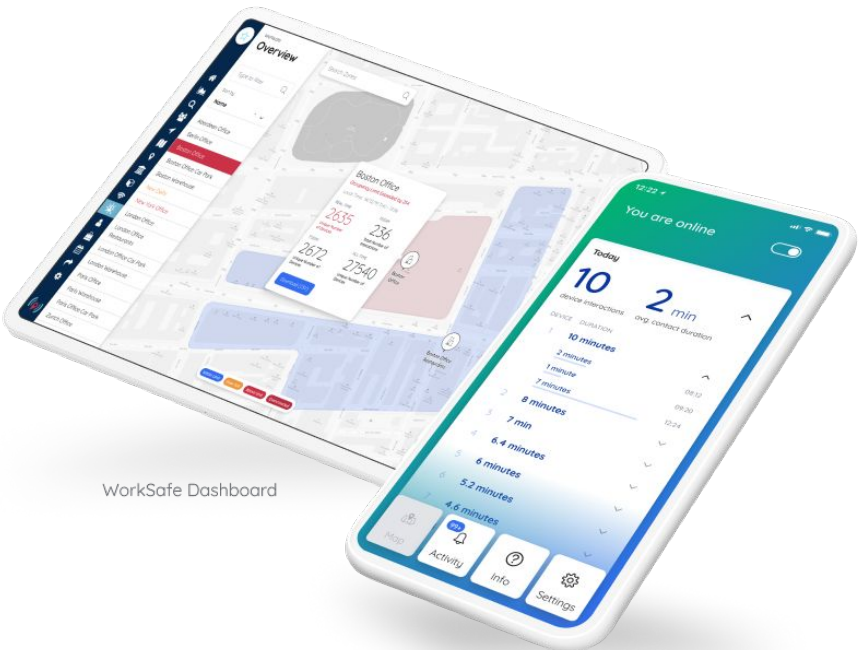
Meet WorkSafe™



WorkSafe Dashboard



WorkSafe Mobile App



WorkSafe Dashboard

Companion Mobile App



Make your workplace COVID-secure with WorkSafe

Contactless Check-in

As employees enter the building, they are automatically checked in using GPS geofencing. No need to take the phone out of the pocket.



Digital Bulletin Board

Receive the latest safety policy updates and best practices in the office via WorkSafe.



Safe Distancing

Alert employees if they are too close to co-workers at work.



Congestion Monitoring

Know which areas get congested to optimise the usage of the workplace.



Occupancy Management

Set maximum occupancy limits and view occupancy counts to avoid overcrowding.



Contact Tracing

Who came into contact with who? Phone to phone proximity detection when in the office.



Safe Wayfinding

Provide wayfinding along designated safe routes.



Cleaning Compliance

Replay cleaning routes to ensure cleaning compliance and infection control.

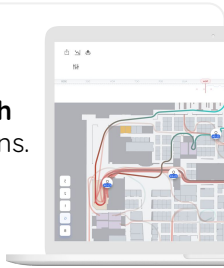


Deep Location® Capabilities



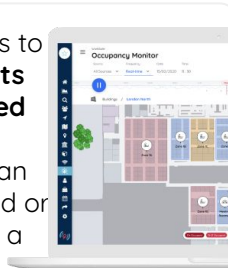
Indoor Location

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



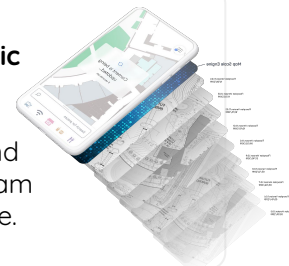
Geofencing

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



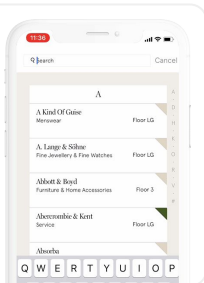
Maps

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.



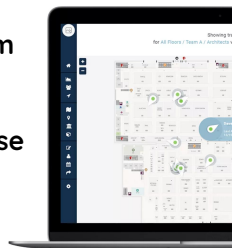
Wayfinding

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



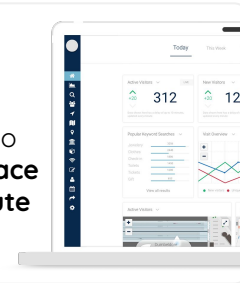
Asset Tracking

Track your **equipment or team** in real-time with accurate location technology. **Increase operations' productivity and safety.**



Analytics

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





Enabling Your Smart Workplace

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- 3- Smarter Operations

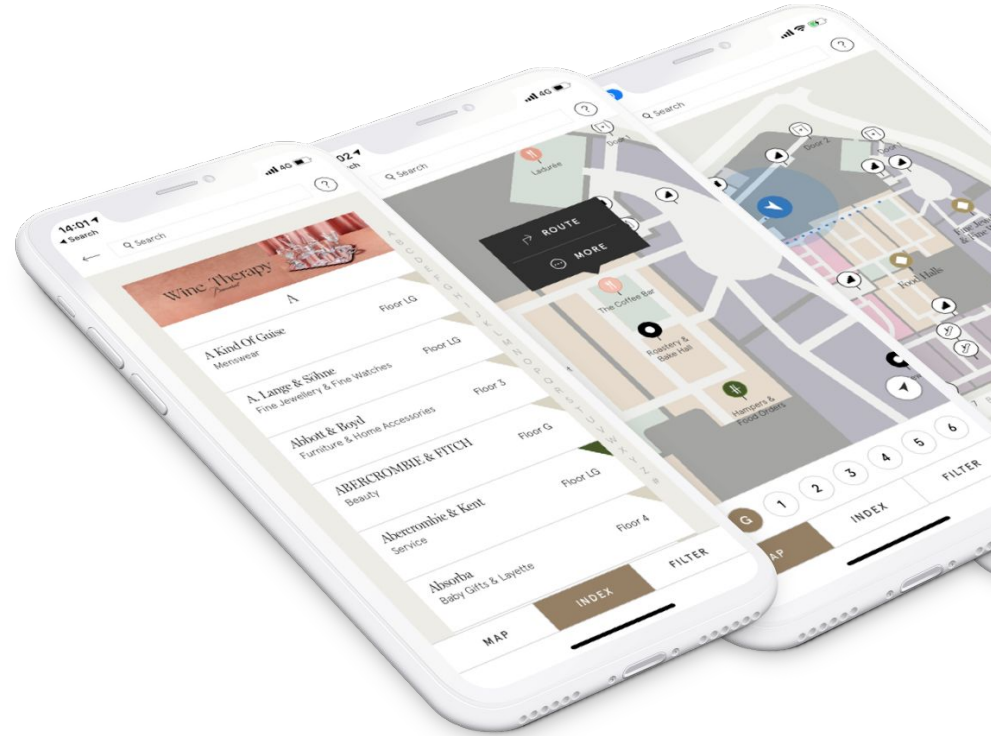


ENHANCED EMPLOYEE EXPERIENCE

Digital Twin

Help your employees and visitors discover what's around them by digitizing your venue

- Get digital maps that are interactive, accurate & aesthetically pleasing
- Map hundreds of buildings within seconds using Map Scale, our digital mapping platform
- List information about your services, facilities and amenities
- Across any channel: Web, Mobile (iOS + Android), Kiosk, Digital Screens



Intuitive Search

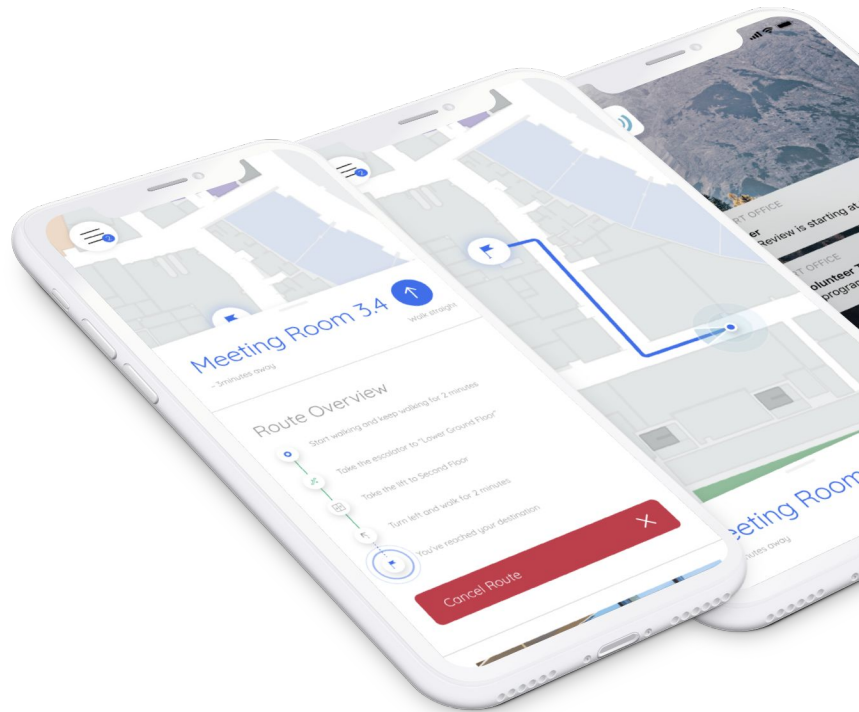


Search facilities 'near me'

- Search the nearest available meeting rooms or workstations
- Find useful facilities (printing, ID centre, first-aid kit)

Colleagues 'near me'

- Find each other or create a meeting point on the map
- Set up ad-hoc face-to-face meetings easily



ENHANCED EMPLOYEE EXPERIENCE

Intuitive Navigation

Provide employees and visitors with up-to-date maps and real-time wayfinding at their fingertips.

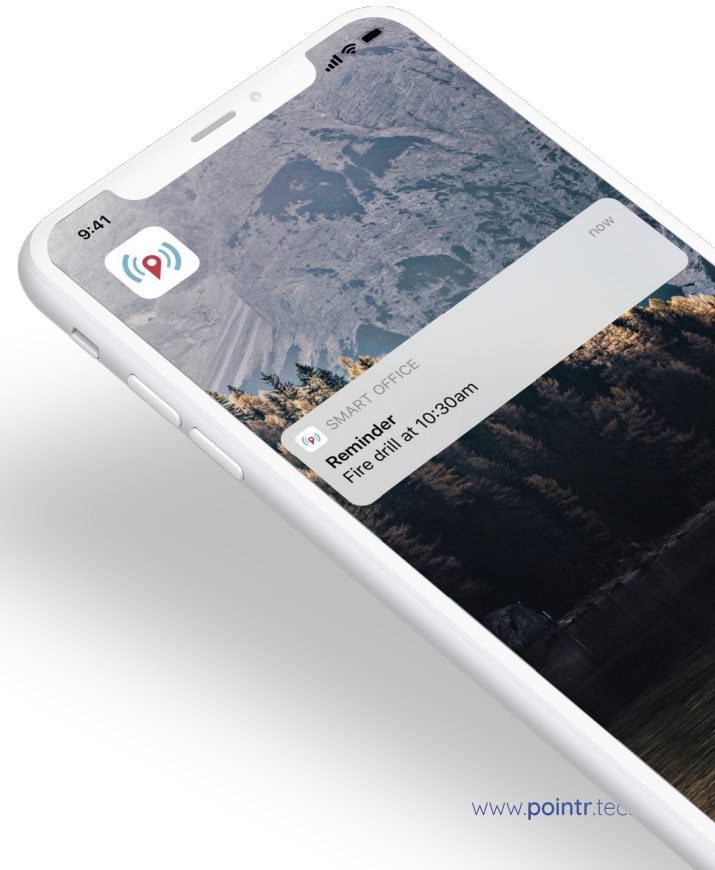
- Real-time, multi-floor positioning
- Find the best route, including accessible (e.g. step-free route) options
- Turn-by-turn navigation
- Location accuracy within three feet
- Works 100% offline (even when in Airplane Mode)



Contextual Engagement



- In-app location-based messages
- Push notifications based on business criteria (e.g. visitors or user groups) and geofencing
- Dynamic messaging controlled through the web dashboard
- Use cases range from employee scheduling to safety:
 - “Your meeting is about to start in room 1.2. Get directions”
 - “Welcome to the campus. Check-in in one tap!”
 - “Welcome to the campus. View available desks”
 - “All 24 participants to the meeting have now joined. Share presentation?”



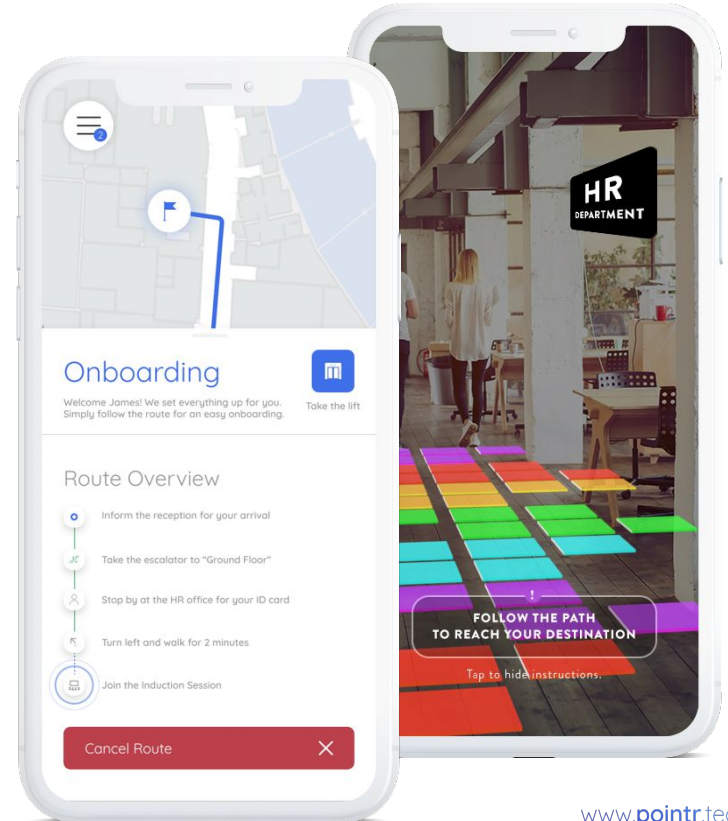
Visitor Management

- Enable smart check-in when entering the building via the app - no need to wait at reception.
- Enable visiting employees to navigate to the meeting rooms independently (with app)
- Help visitors navigate the building (mobile app or kiosk)



Smart Employee Onboarding

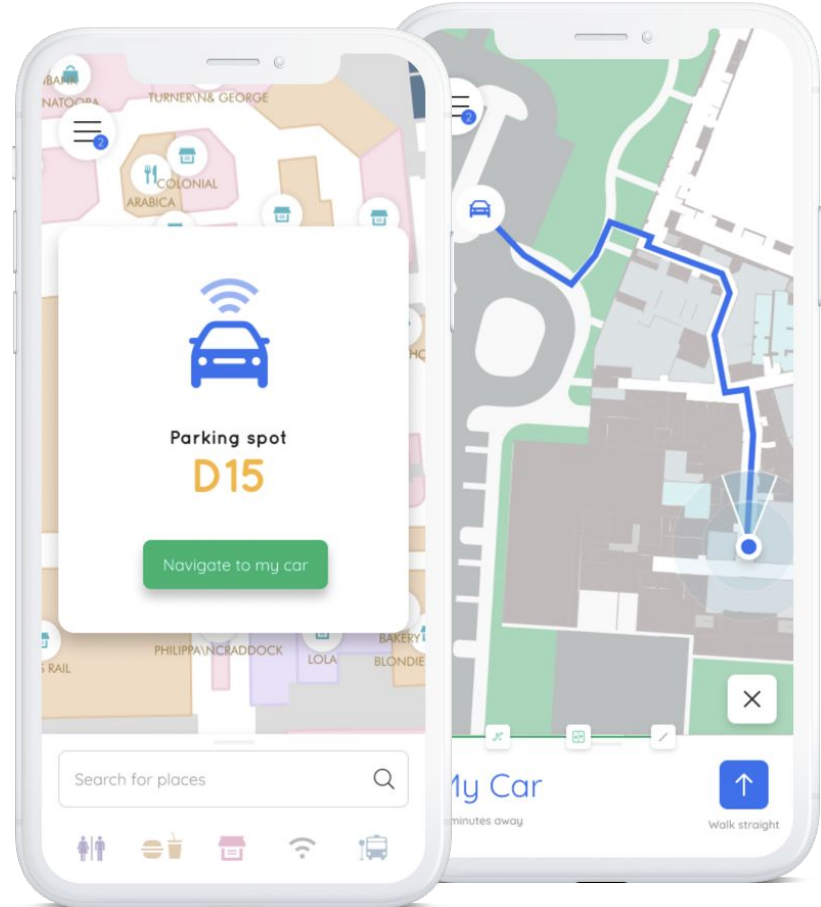
- Provide a digital tour of the building to new or visiting employees and help them meet their teams
 - Use Augmented Reality to make the onboarding process more interactive
- Ensure attendance of trainings by combining geofencing with smart rules
 - “Employee has spent 30 mins in the IT Systems training room between 09:00 and 09:30”



EMPLOYEE EXPERIENCE

Find My Car

- Automatically mark parked car on map
- Navigate back to car
- Make car park payments digitally* with geofencing





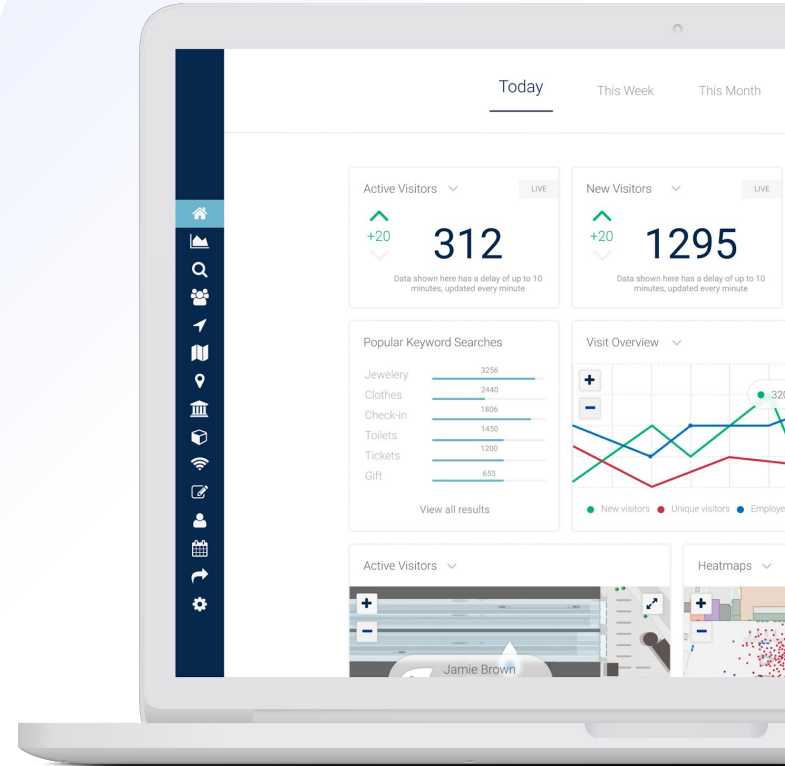
Enabling Your Smart Workplace

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Drive smarter workplace decisions

- Improve space utilisation & employee comfort:
 - Answer questions such as “Which meeting rooms are being utilized the most? Where are resources getting wasted?”
 - Visualize workspace usage patterns over time at building, floor and zone levels
- Improve facility operations & safety:
 - Optimise functions such as cleaning, reception, health and safety (including regulatory compliance)



Better Understand Utilization

Get valuable insights to optimise your Real Estate footprint, increase individual well-being, personal productivity and organizational effectiveness.

- Heatmaps
- Building Employee Count Data
- Floor by Floor Data
- Dwell Times
- Hot Zones
- Historical View & Replay

Location analytics can be based on app or app-free data.
The data is collected anonymously.



Improve Facility Operations & Safety

- Direct **cleaning** teams to the most used facilities (toilets, meeting rooms...) instead of a pre-set roster
- Seamlessly **manage contractors'** check-in process, direct them to where they need to go and monitor they work where they are meant to
- Ensure all staff receive location-based **health & safety alerts** (e.g. "please watch out for maintenance works on floor 15")
- Alert operations team if the maximum number of people on a floor exceeds **fire regulations**



Next Step



Sign-up online

- Signup and pay online for WorkSafe™
- Or request a quote, sign a contract and issue purchase order



Get WorkSafe™

- If you've signed up for WorkSafe™, you will receive a link to install the app on up to 10 phones.
- You will receive a link to access the dashboard



Plan Deployment

- Book a meeting to plan deployment in your buildings: beacons, maps, SDK, dashboard

Case Study

KPMG Corporate Campus



The Deep Location™
Company

www.pointr.tech

CASE STUDY

KPMG Corporate Campus

Challenge

Navigating large offices can be challenging, even for long-term employees. KPMG contracted Pointr to facilitate real-time positioning and navigation at their US campus, enable location-sharing between colleagues and allow for improved office space management.

Pointr worked closely with KPMG's development team to integrate the **Deep Location Platform** directly into KPMG's corporate mobile application, allowing KPMG to utilize:

- **Location-based Services**
 - provide real-time positioning and navigation and increase employee efficiency through an easy-to-use search functionality
 - for office facilities (printing stations/ cafes) and people (colleagues, team members and visitors)
- **Location-based Engagement**
 - enabling contextual notifications based on location and user profile
- **Location-based Analytics**
 - the ability to drive data-driven decisions on office space management, through the creation of virtual office zones and the analysis of location data

Outcome

We have completed the main installation at KPMG's technology campus and successfully integrated Pointr's Deep Location Platform with KPMG's corporate application, providing employees and visitors with a unique smart office experience. The 2 teams are now working closely together to extend services across the US, including at their new training centre being built in Florida.



Ready to Transform Your Workplace?

Let's Talk

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CEO

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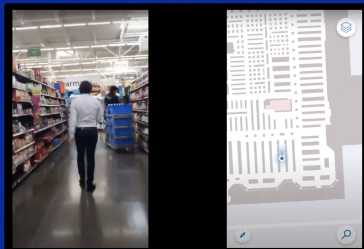
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A blue-tinted photograph of a modern office building with a grid of windows. The word "APPENDIX" is centered in white text. The building's facade is composed of a regular grid of windows, some of which are open, revealing interior office spaces with desks, chairs, and plants. A vertical structural column is visible in the center of the frame.

APPENDIX

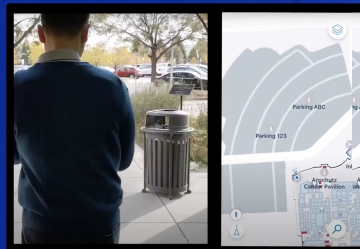
Technology Overview

Video Showcases



Accurate Indoor
Positioning & Navigation
(1-3m)

[Click Here](#)



Accurate Indoor
Positioning & Navigation
(1-3m)

[Click Here](#)



Seamless across multiple
floors & complex spaces
(Including AR)

[Click Here](#)



Pointr Client
Testimonials

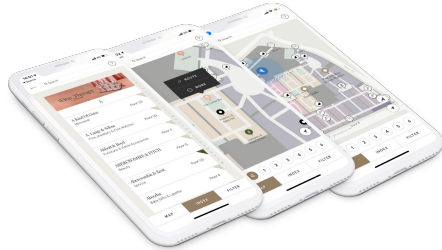
[Click Here](#)

Our Offerings



Location-Based Services

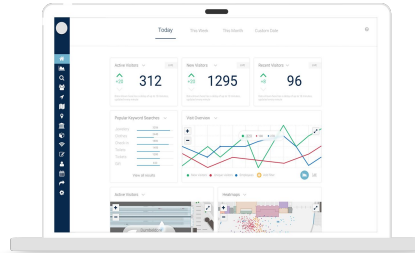
Provide the finest experience for your visitors.



- Indoor Positioning
- Turn-by-turn Navigation
- Digital Maps & CMS
- Asset Tracking
- Augmenting Reality

Location-Based Analytics

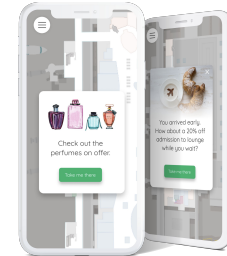
Real-time analytics to help you make data-driven decisions.



- Customer Flow
- Heatmaps
- Crowd Simulation
- Operational Analytics
- Engagement Analytics

Location-Based Marketing

Engage your visitors in a relevant way to boost revenue.



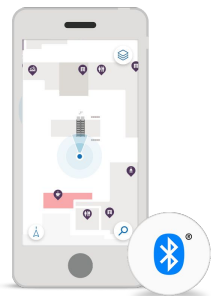
- Contextual Notifications
- Customer surveys
- Location sharing
- Loyalty & CRM integration

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

Our proprietary POP device or a similar third-party device already installed can pick up Bluetooth / Wi-Fi signals from either smartphones or smart tags.

Benefits

- Anonymous analytics for any smartphone
- For non-app use cases
- Attach a tag to an asset or a person to track them - no smartphone needed

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 anonymized, 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.

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