

# Explore the Smart Hospital



The Deep Location™  
Company



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

## Fast Facts



No-Shows

**\$8 million**

per year

Lost equipment

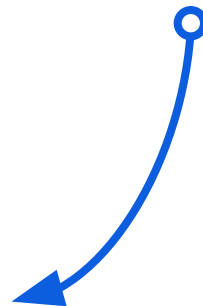
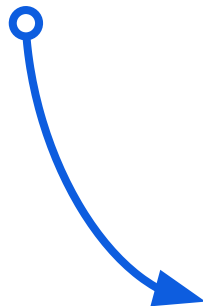
**\$1.2 million**

per year

Lost productivity

**\$1.4 million**

per year



Average hospital losses

**\$10 million**

per year



Ready to Unlock your Smart Hospital?

# Meet Pointr

## The Deep Location® platform for smart hospitals

- Built in 2013 by a team of computer scientists
- The best performing indoor positioning technology
- Combining app and app-free location
- Strong track record working with hospitals & blue-chip firms
- Deployed in 18 countries across North America, Europe and Asia



## Quick Facts



### Key Industries:

Healthcare

Retail

Workplace

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

# Global Clients



+ And Many More...

“

Embracing innovation to improve the overall patient experience is a strategic priority for UCHHealth. The UCHHealth app helps patients easily find their way to appointments and clinic areas.

”

**Manny Rodriguez**, Chief Experience Officer at UCHHealth.



# Enabling Your Smart Hospital

1. Better patient & visitor experience
2. Smarter hospital operations
3. Optimize space with location analytics





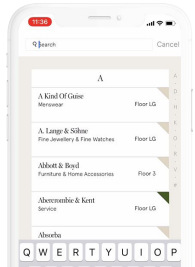
BETTER PATIENT AND VISITOR EXPERIENCE

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



## Hospital Maps & Wayfinding

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



## Location-based engagement

Increase satisfaction by **providing useful services and communications** to your patients and visitors when they need it.



Reduce no-shows and save **\$240,000/year** with digital patient wayfinding

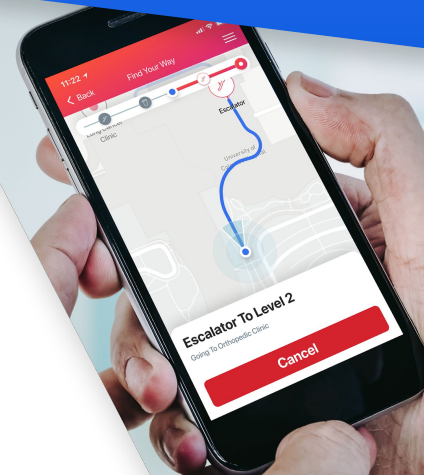
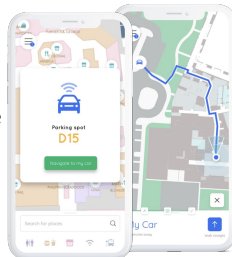
## Web, App & Print

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



## Find My Car

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





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

## Asset Tracking

Track equipment in **realtime**, understand utilization and set up movement parameters to increase operational productivity.



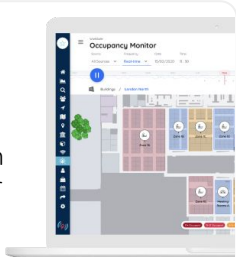
## Panic Button

Promote staff safety with a mobile panic button to **send an alert** if they are in a high-risk situation.



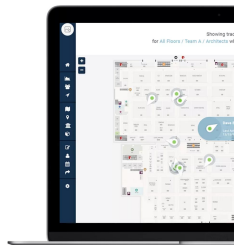
## Geofencing

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



## Printable Maps

Reception can **print turn-by-turn directions** for less tech-savvy patients and visitors.



Monitor Assets in Real-Time and  
**Save up to \$1.2 Million Worth in  
Equipment Each Year**





# Understand and improve how space in your hospital is utilized

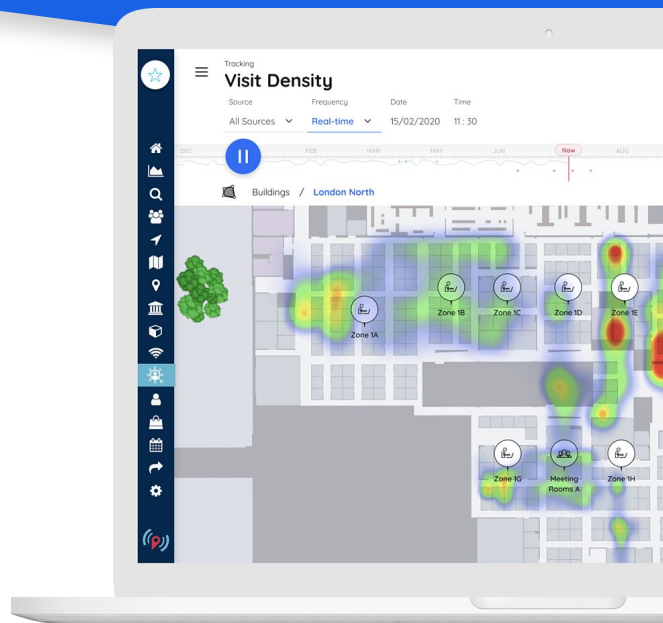


Where are bottlenecks in the building? How do patients and visitors engage with the facilities? How can hospitals optimize room utilization to improve patient access and revenue?

- Heatmaps
- Floor by Floor Data
- Dwell Times
- Cleaning Monitor
- Occupancy Data
- Historical View & Replay

Location analytics can be based on app or app-free data. The information is collected anonymously, providing an in-depth view of your hospital while maintaining data privacy.

Increase appointments by improving space utilization and **save \$71,000 a year**

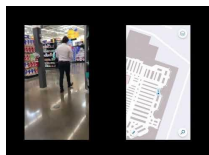


INDOOR LOCATION IS HARD TO SOLVE

Our team of ML experts have solved both **performance** and **scale**. We call it the **Deep Location®** platform.

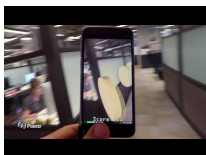


Performance	Deep Location™ platform		Others	
	Location accuracy	1 meter, real-time (patented)	5-20 meters, delayed	
	Orientation	Smooth (compass-free) (patented)	Inaccurate (compass)	
Scale	Floor detection	Highly accurate (patented)	Inaccurate (jumps to wrong floors)	
	Time to deploy	Hours (patented)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



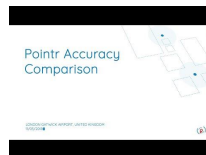
High accuracy  
(@Walmart)

Link:  
<https://www.youtube.com/watch?v=Og6zVEH1tIQ>



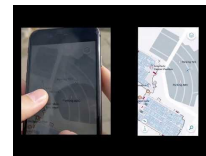
Pointn AR  
“Take me to the  
Cookie Jar”

Link:  
[https://www.youtube.com/watch?v=mF53\\_vPW\\_Q](https://www.youtube.com/watch?v=mF53_vPW_Q)



Comparison vs  
Apple and  
Google

Link:  
<https://www.youtube.com/watch?v=pNulnOrt8>



Smooth  
In-Out  
transition

Link:  
<https://www.youtube.com/watch?v=BBotfwvftEg>

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# And more...



## Augmenting Reality™

The most fun wayfinding  
option



## Map Scale

Automatic CAD  
conversion



## Deep Analytics™

Predictive analytics  
powered by  
machine-learning



## On-site team for SDK integration

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



# Case Study



# CASE STUDY

## UCHealth

### Seamless Indoor/Outdoor Transition

#### Challenge

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

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

#### Solution

Pointr'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 Pointr's Deep Location location technology, Bluetooth beacons, indoor/outdoor way-finding, and tie-ins with an electronic health records (EHR) system.

#### Outcome

Pointr 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.



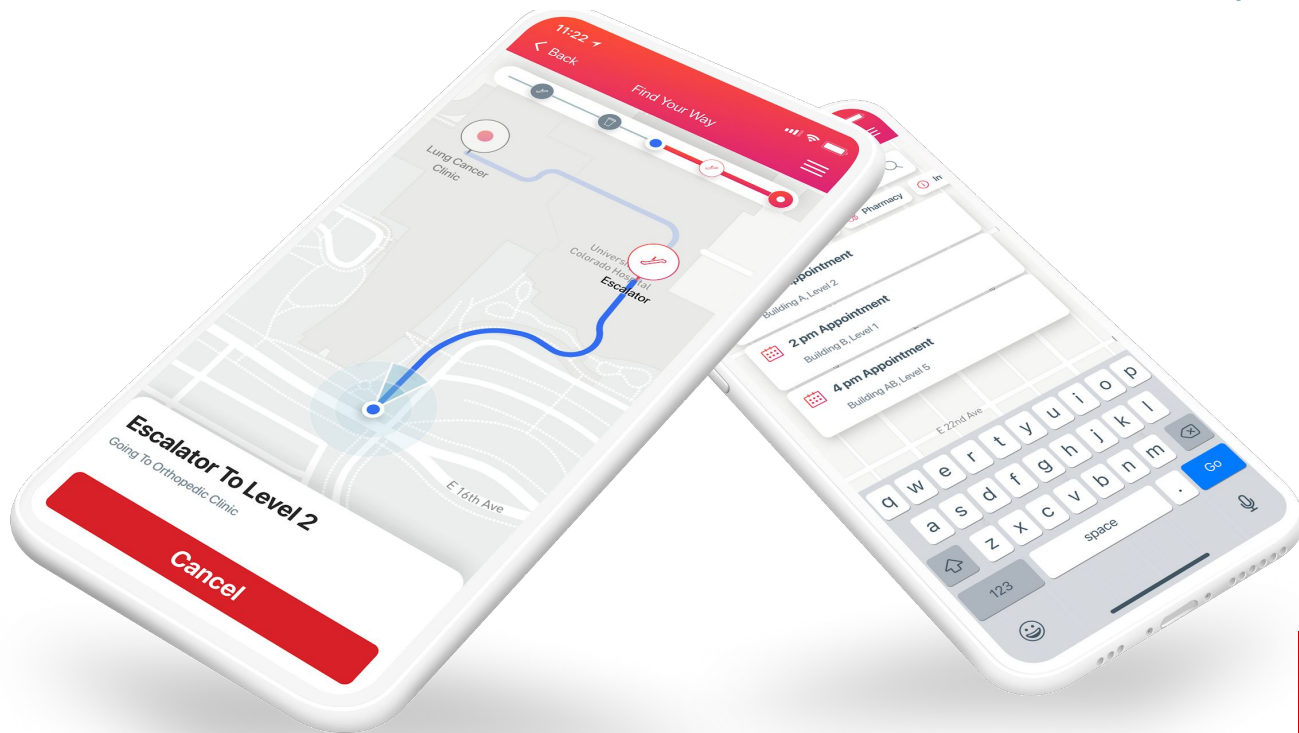
### Indoor - outdoor technology at UCHealth



[Watch Video](#)



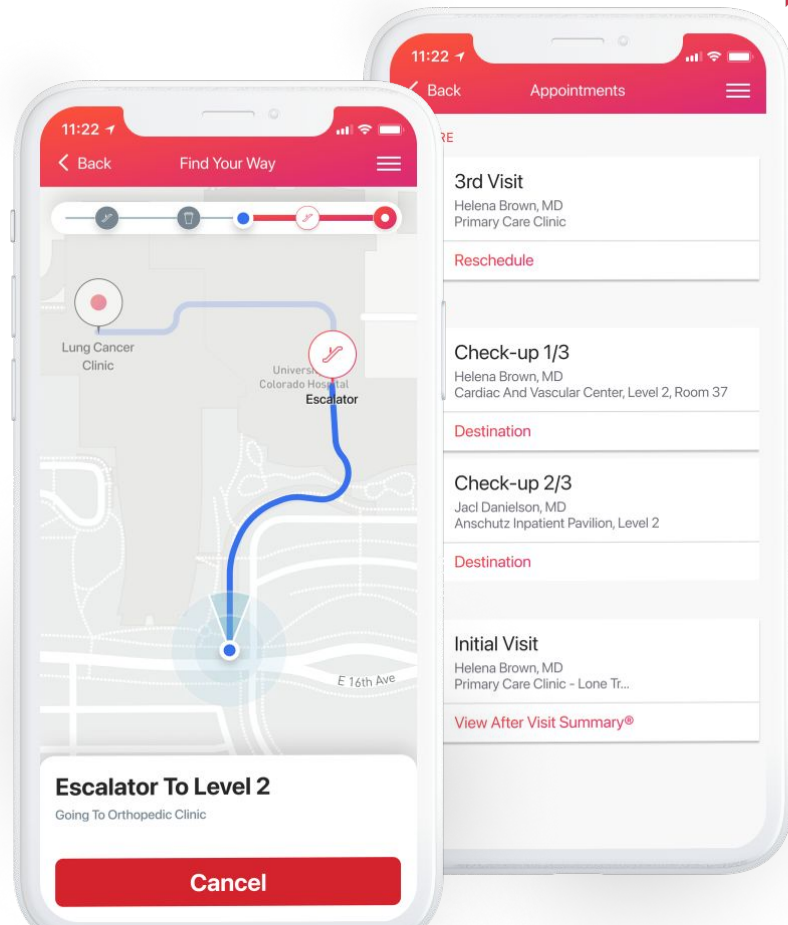
# Quick Demo





# Get Started with a 45 Day Pilot

- ✓ Fully remote setup
- ✓ Use your existing hardware or we provide hardware
- ✓ We provide a standalone app or we can integrate to your app



# Ready to Transform Your Hospital?

## Let's Talk

JUSTIN BOLGER  
VP of SALES

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BOSTON



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A blue-tinted photograph of a modern glass skyscraper. The building's facade is composed of a grid of glass panels, reflecting the sky and surrounding environment. Through the glass, various office interiors are visible, including desks, chairs, and some people working. The overall atmosphere is professional and modern. The word "APPENDIX" is centered in the middle of the image in a large, white, sans-serif font.

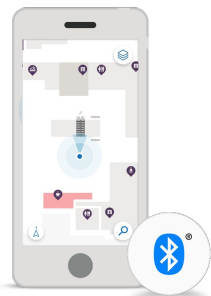
# APPENDIX

# 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 will integrate with existing WAPs already installed that can pick up Bluetooth / Wi-Fi signals from either smartphones or smart tags.

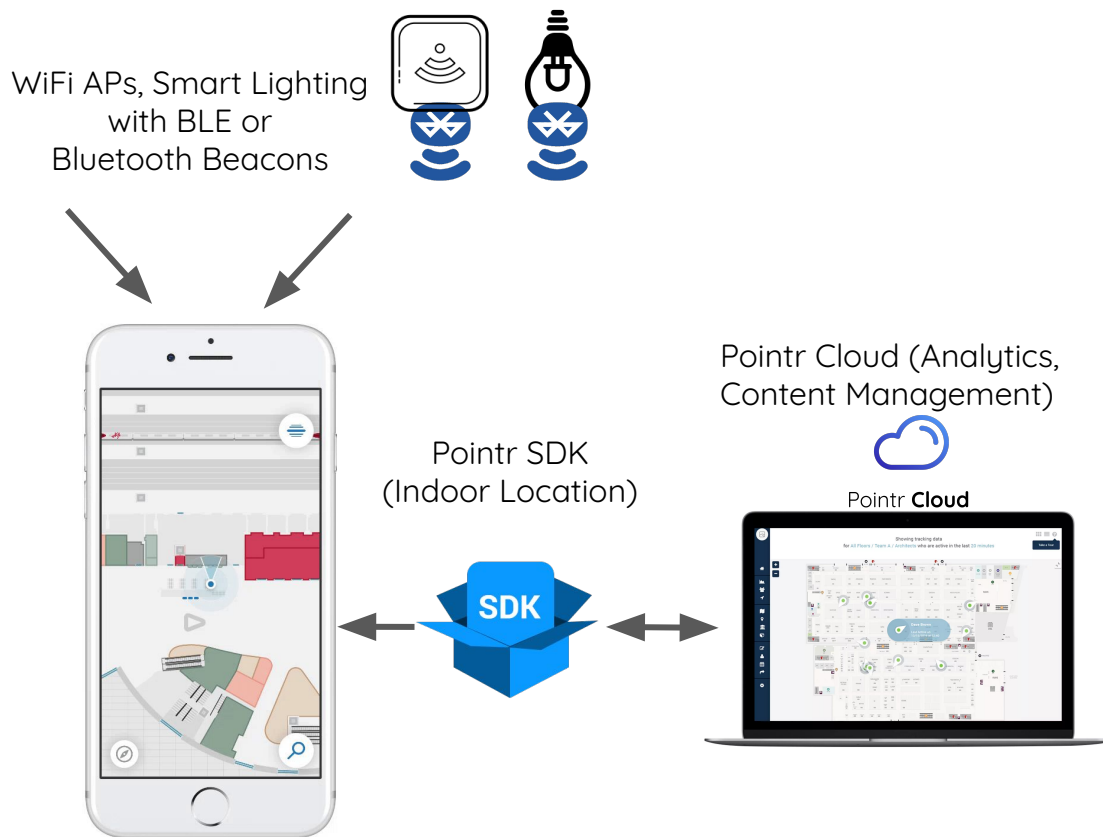
### Benefits

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

# How it Works



- WiFi APs, Smart Lighting with BLE or Bluetooth Beacons broadcast location information.
- Pointr SDK equipped device calculates “Blue-dot” position (no internet required).
- Device uploads location data to Pointr Cloud for analytics.
- Pointr 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 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.