



GiPStech chosen as a 2015 Red Herring Europe Winner

Amsterdam, Netherlands - Red Herring announced that GiPStech, the leading indoor localization and navigation tech company, is among the award winners of its [Red Herring Europe](#) competition, recognizing Europe's leading private companies and celebrating these startups' innovations and technologies across their respective industries.

GiPStech is a startup company, spinoff of Università della Calabria, that developed a radically innovative technology platform for indoor localization, allowing 1 meter precision without any infrastructure thanks to its proprietary mix of technologies that leverage the anomalies to the natural magnetic field present in any building, a smart inertial engine, and any radio-frequency signal already installed. Award winning – including Tech Crunch Italy – the company is ready to enter the market with its innovative platform and is discussing with top global technology players.

Red Herring's [Top 100](#) Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring's editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

“Selecting startups that show the most potential for disruption and growth is never easy,” said Alex Vieux, publisher and CEO of Red Herring. “We looked at hundreds and hundreds of candidates from all across the continent, and after much thought and debate, narrowed the list down to the Top 100 Winners. Each year, the competition gets tougher but we believe **GiPStech** demonstrates the vision, drive and innovation that define a Red Herring Top 100.”

“We at GiPStech are proud of this recognition of our hard work,” said from Amsterdam Matteo Faggin, VP of GiPStech. “We were certain to have the most



innovative platform solution for indoor localization, allowing precision without infrastructure; but we did not expect to be among Europe's top tech companies and to have the honor to be the only representative of the Italian innovation landscape to make it.”

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technological innovation, management quality, overall business strategy and market penetration. This assessment was complemented by a review of the track records and standings of similar startups in the same verticals, allowing Red Herring to see past the “buzz” and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

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