

GiPStech's revolutionary sensor-fusion engine integrated into HERE Positioning

HERE Positioning employs GiPStech technology to enhance indoor location accuracy in a market predicted to experience strong worldwide growth

Las Vegas, CES 2019, Rende, Cosenza – January 8th, 2019 – GiPStech, a leading provider of indoor positioning and navigation solutions, today announces that its award-winning sensor-fusion technology and other breakthrough technologies have been integrated into HERE Positioning, the suite of technologies from HERE providing fast and accurate positioning globally, indoors and outdoors.

GiPStech's inertial engine, which can accurately detect users' steps and determine movement direction independently from smartphone orientation, is just one of a number of the company's revolutionary technologies that is disrupting the market by enabling advanced indoor navigation and localisation. Predicted to grow to \$40.99 billion¹ by 2022 at a Compound Annual Growth Rate of 42%, the global indoor location market offers countless unique business benefits, including:

- Travel: airports, stations, etc. – precise location within 1m; navigation to gates or facilities; internal logistics
- Healthcare – monitoring at-risk patients; rapid asset location
- Industry 4.0 – logistics optimisation; maintenance monitoring; worker safety
- Entertainment venues – nearby POI; turn-by-turn navigation
- Retail intelligence – customer behaviour, heat-maps, customer paths through stores

The next navigation revolution

"GPS technology revolutionised outdoor navigation, but people spend 80% of their time indoors, where GPS signals do not reach," said Matteo Faggin, VP of GiPStech. "Our state-of-the-art inertial engine, geomagnetic fingerprinting, sensor fusion and radio frequency mapping deliver precise indoor mapping without the need to add extensive Wi-Fi or Bluetooth infrastructure."

In addition to inertial tracking, GiPStech's solutions include geomagnetic positioning, which uses the compass sensor in smartphones to analyse the unique magnetic fingerprint of every building, created by the interaction between the Earth's magnetic field and the building's materials. GiPStech technology can also integrate with other available Wi-Fi and Bluetooth signals to provide a location accuracy of within one metre while using only a fraction of the number of beacons or routers, or without additional infrastructure at all. This makes it ideal for venues that cannot install beacons or routers, such as listed buildings and museums, or that cannot afford the extensive infrastructure cost needed for dedicated Wi-Fi or Bluetooth solutions.

Better positioning leads to increased commercial traction

"Our successful collaboration with GiPStech further strengthens the utility of our technology indoors, providing a better experience for smartphone users," said Erminio Di Paola, Vice President, Tracking & Positioning at HERE Technologies. "The outcome of all of this is that we have our most competitive product yet, and that's also reflected in the increased commercial traction we are seeing today."



Honed during a six-year development period, GiPStech's indoor localisation and navigation technology is readily available to third-party developers and integrators via an SDK for all operating systems, which allows anyone to add value to their own apps.

For more information, visit: <http://www.gipstech.com/>

About GiPStech

GiPStech is a spin-off company of Università della Calabria, with technology excellence at its core and high-tech R&D as its everyday practice. It is made up of professionals, researchers, developers, investors and partners that strive for excellence and market leadership, with the goal of providing customers and end-users with the most advanced indoor localisation platform and solutions on the market.

Recently, the company announced a global partnership with NTT Data that resulted in GiPStech technology being employed throughout the entire Tokyo Narita international airport, delivering a high level of performance. GiPStech technology is also being tested in many other locations and applications.

With six patents granted and plans to grow worldwide, GiPStech is not only leading the indoor localisation market, but also becoming a central player in licensing its IP assets to technology companies and system integrators who are looking to enter the sector.

References:

1. <https://www.marketsandmarkets.com/PressReleases/indoor-location.asp>
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