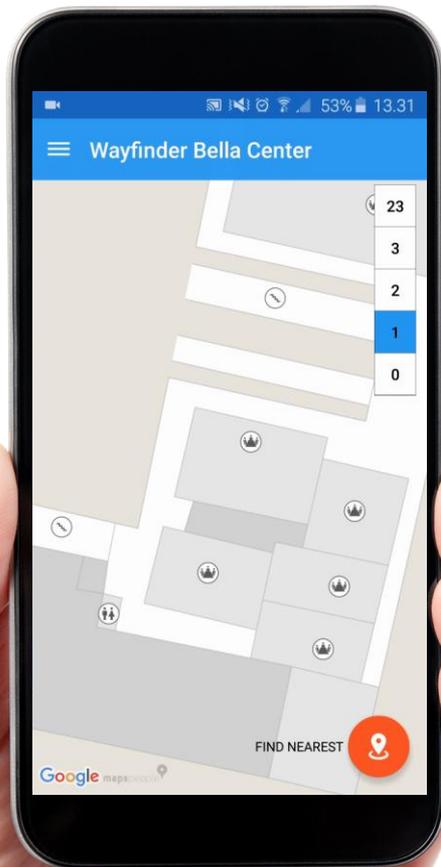


Using data for Google Maps based indoor wayfinding at train stations

Christian Frederiksen
Head of Partner Management, MapsPeople

MapsIndoors

An indoor navigation platform built with  Google Maps





Traditional Mapping
+100 years



Web Mapping
19 years



Google Maps
8 years



Google Maps Partner
7 years

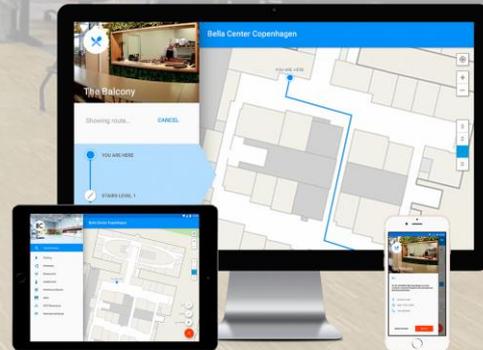


Indoor Wayfinding
4 years

What MapsPeople do



Google Maps for Work

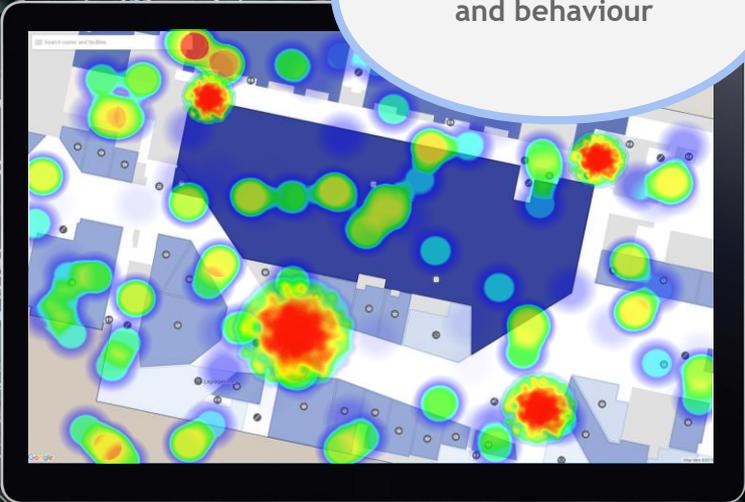
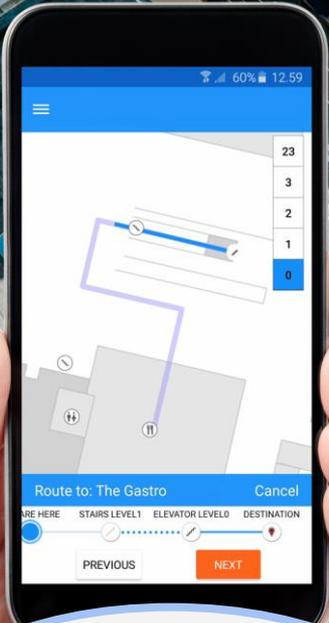




Location!

Analyse movement and behaviour

Add indoor navigation to large venues



Learn more about your customers

Train stations and indoor navigation

Better service

92% of travellers would like to receive notifications on their smartphone if disruptions occur

(SITA)

76% of shoppers use their smartphone to locate a store

(Nielsen Digital)

Better business

85% shoppers would be more likely to shop in stores that offer personalised coupons

(Google)

Use of digital in retail increases the conversion rate by 27%

(Deloitte)

Better planning

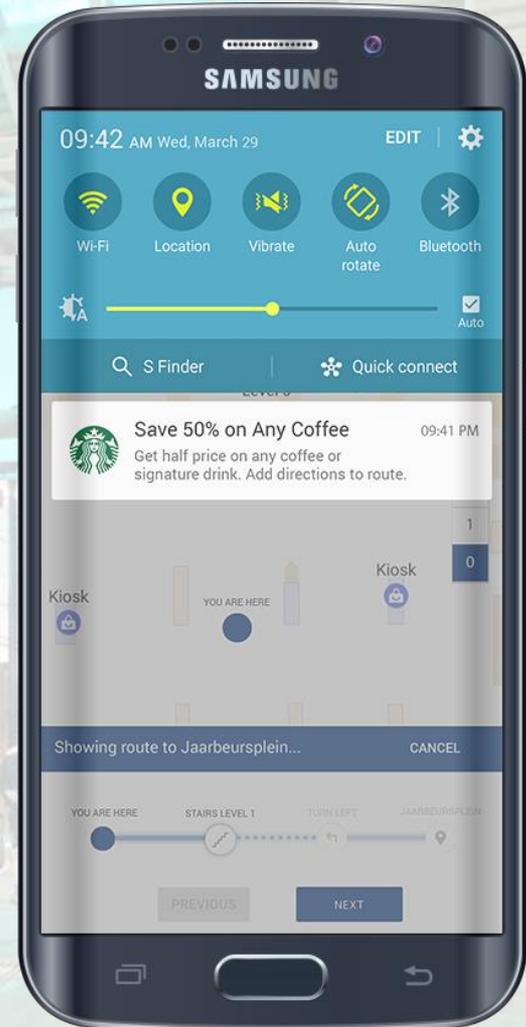
Improve floor plans based on movements
Support business intelligence to learn more about your travellers

MapsIndoors at your train station...

An example of my arrival at Utrecht Centraal

1/3 travellers are Careful Planners

I can add stops on my route. For example, when getting a great offer on coffee

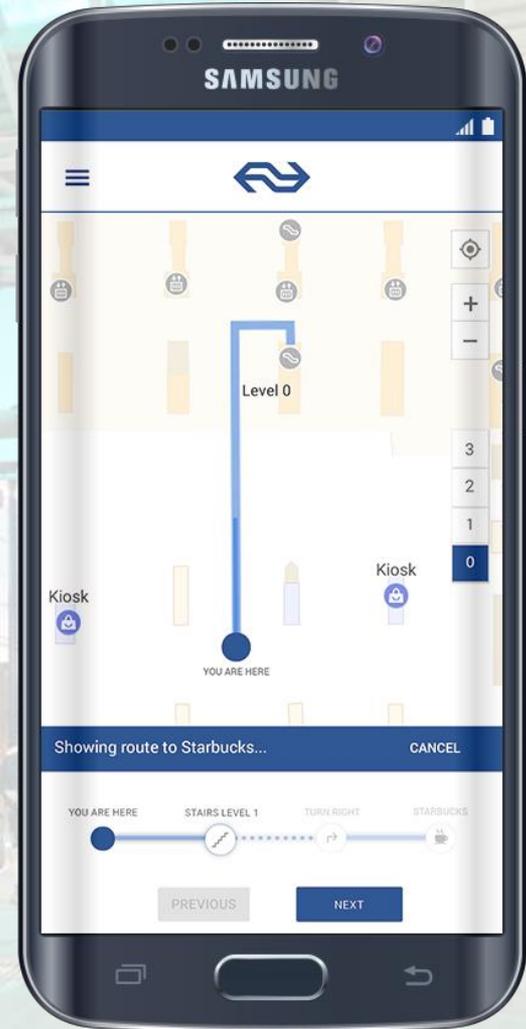


MapsIndoors at your train station...

An example of my arrival at Utrecht Centraal

Directions to the new stop on my route

Fastest route to my new location

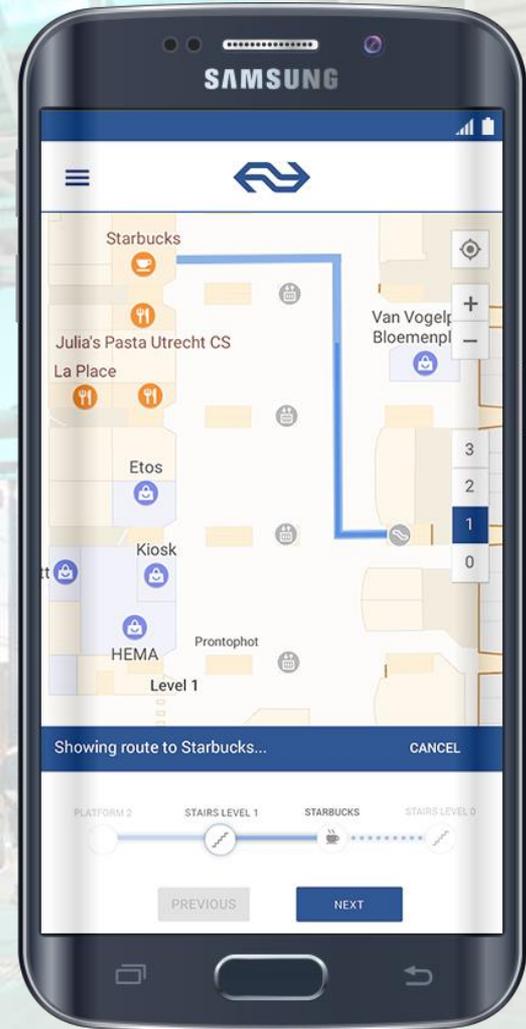


MapsIndoors at your train station...

An example of my arrival at Utrecht Centraal

Changes floor plan when I go up the stairs

Provides me with route and directions



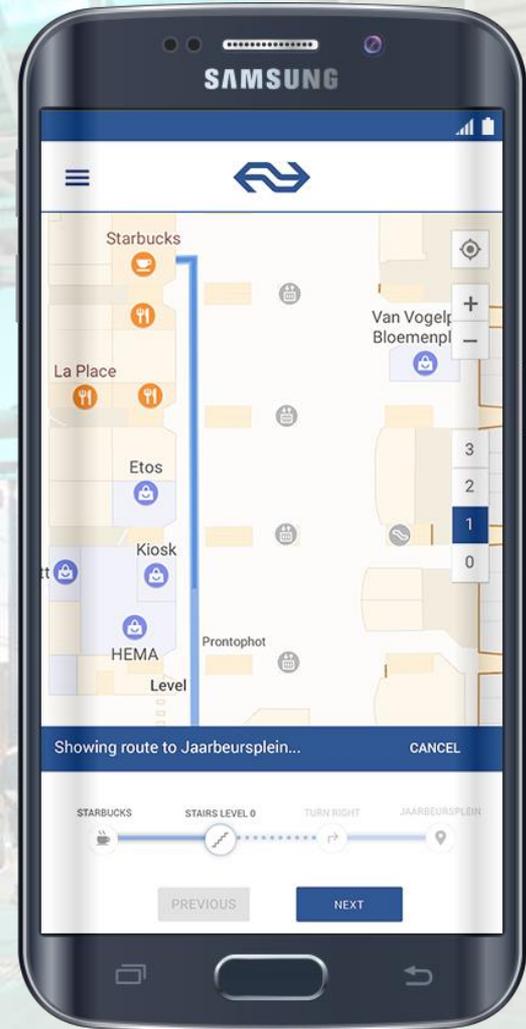
MapsIndoors at your train station...

An example of my arrival at Utrecht Centraal

I've finished my drink and ready to continue

My original destination is still in the system

Seamless transition from indoor to outdoor navigation - and vice versa!



Familiar and Easy

MapsIndoors is uniquely built with

World class imagery

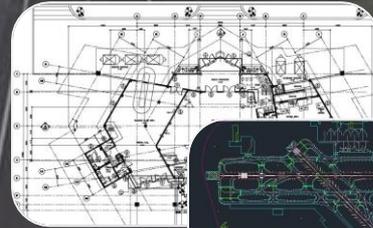


Google Maps

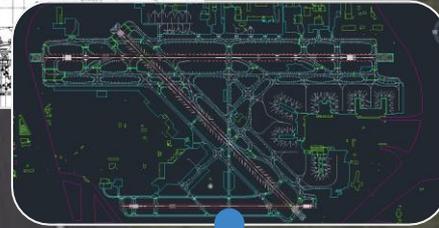
Mobile first

Seamless transition from outdoor to indoor navigation





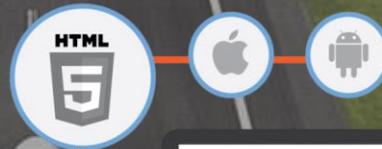
We enable indoor navigation by digitising floor plans and create a route network



MapsIndoors is a cloud-based SaaS product



Via our CMS you are able to manage, edit and update the map content



MapsIndoors can be integrated in existing applications or as a standalone service



Indoor positioning



I see 2 iBeacons

Here I am!



Dedicated hardware



iOS device

Here I am!



iOS device

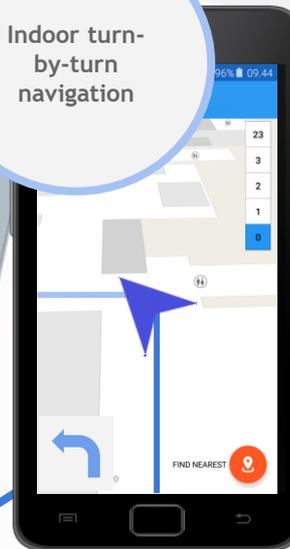


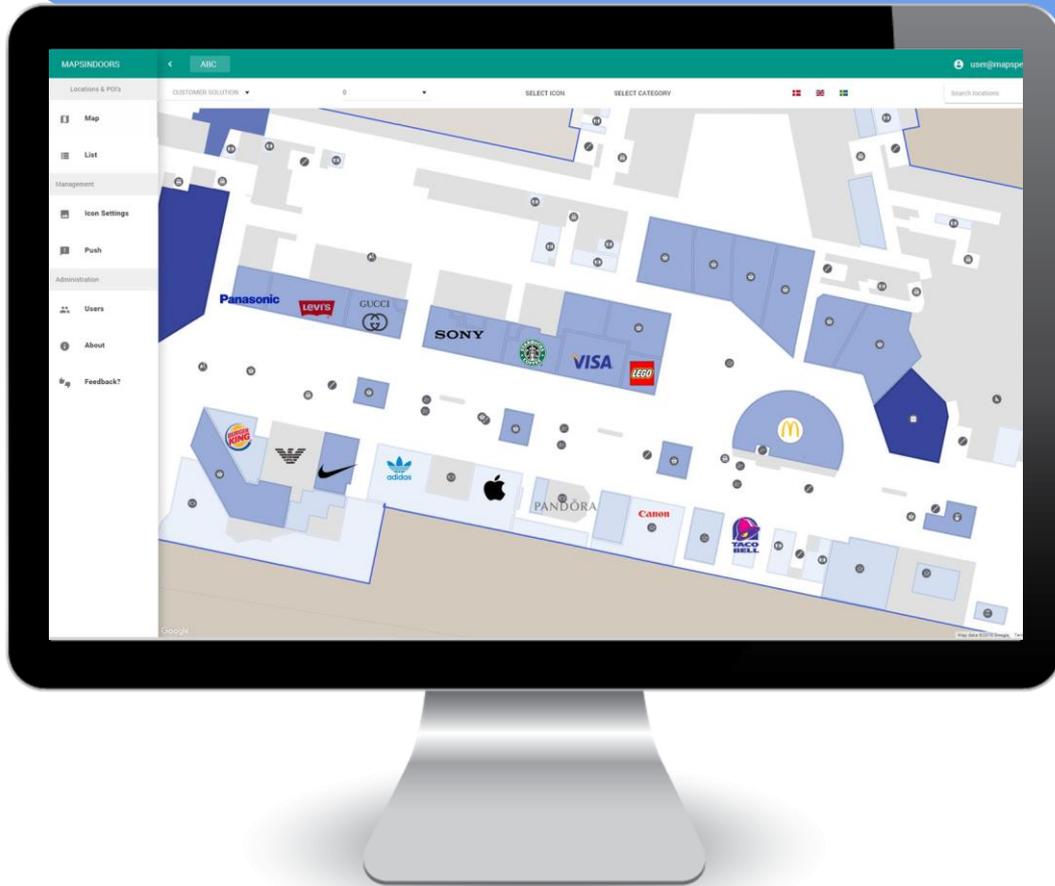


Find the exact product on the shelf

Better positioning
=
More options

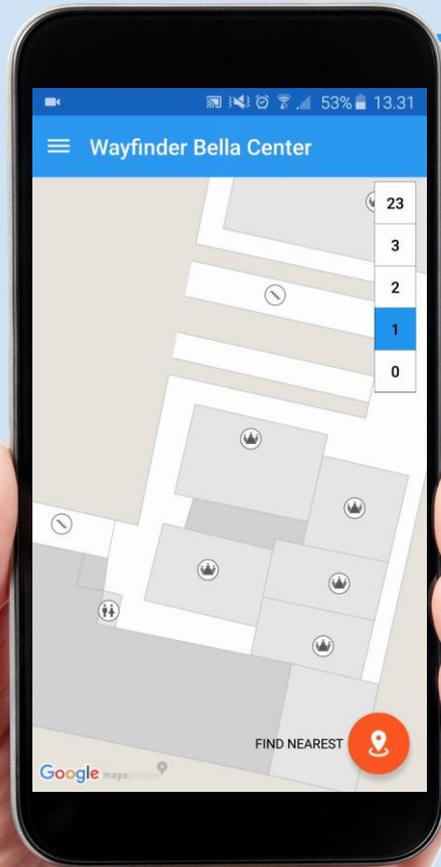
Indoor turn-by-turn navigation





MapsIndoors CMS

- Flexible and easy to manage
- Cloud based
- Add, edit and control location based data
- Intuitively built and does not require any programming skills
- Add photos to infoboxes/pages



You have reached your destination!

Thank you for your attention.

Get the latest news about MapsIndoors and follow us on

LinkedIn [in](#) and www.mapspeople.com