



Challenges and Opportunities for Indoor Location

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The Next Frontier: Precise Indoor Location

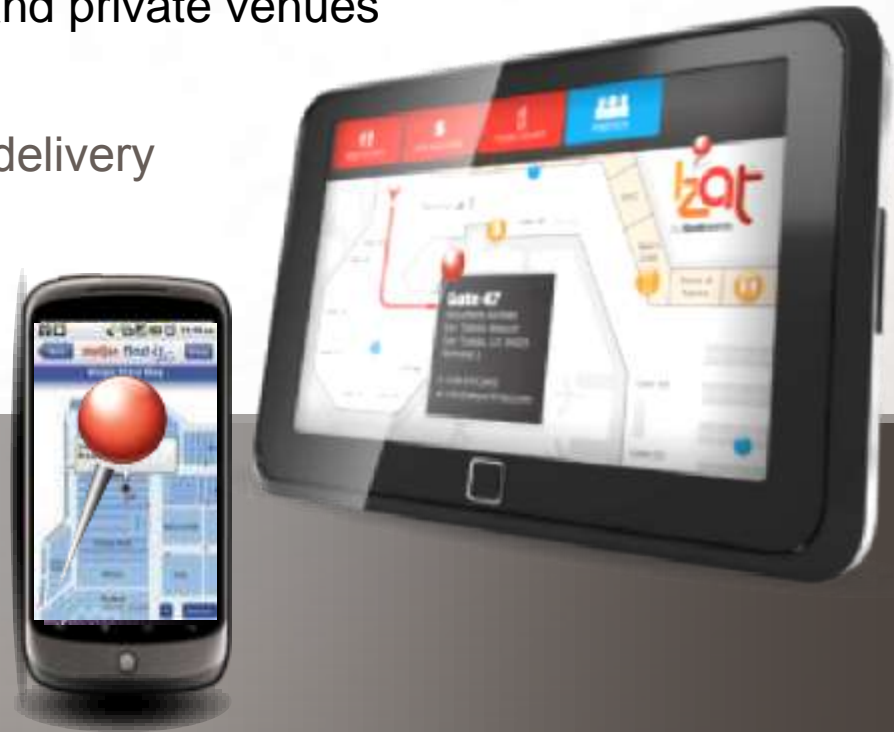
CHALLENGE:

Accurate, continuously available, and secure location indoors

REWARD:

New context-aware applications in public and private venues

- Pedestrian navigation
- Proximal “push” advertising & content delivery
- Finding people and items of interest
- Immediate consumer analytics
- Public safety

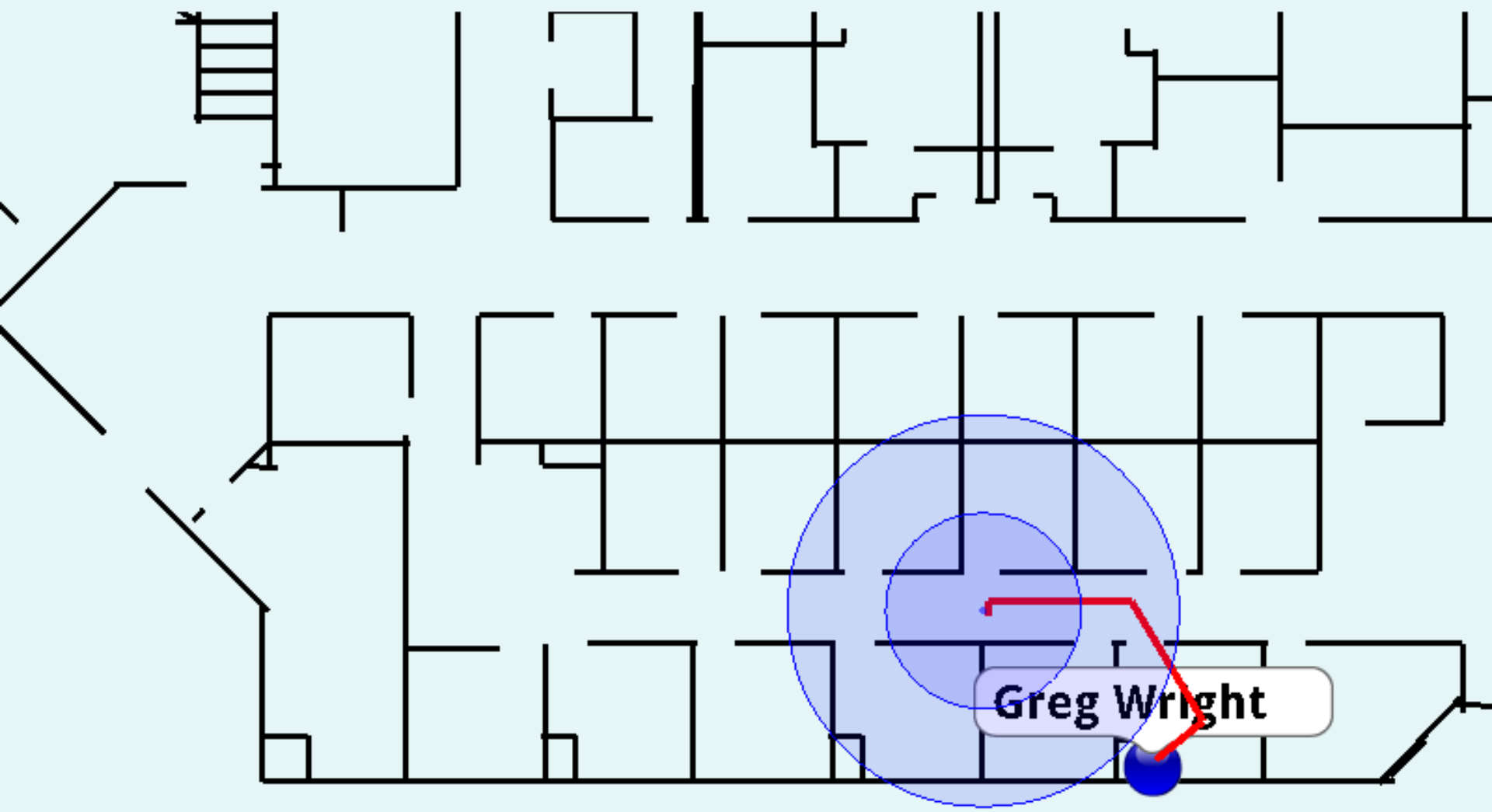


Key Requirements for Good Indoor Positioning Solutions



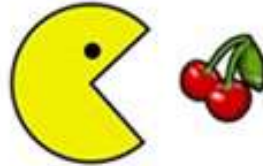
It Takes an Ecosystem





Greg Wright

PacMan



Winning Game by Thomas Zheng

Replayed at ~10x speedup

Thank You

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