



# Challenges and Opportunities for Indoor Location

Ayman Naguib  
Qualcomm Research – Silicon Valley



# 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

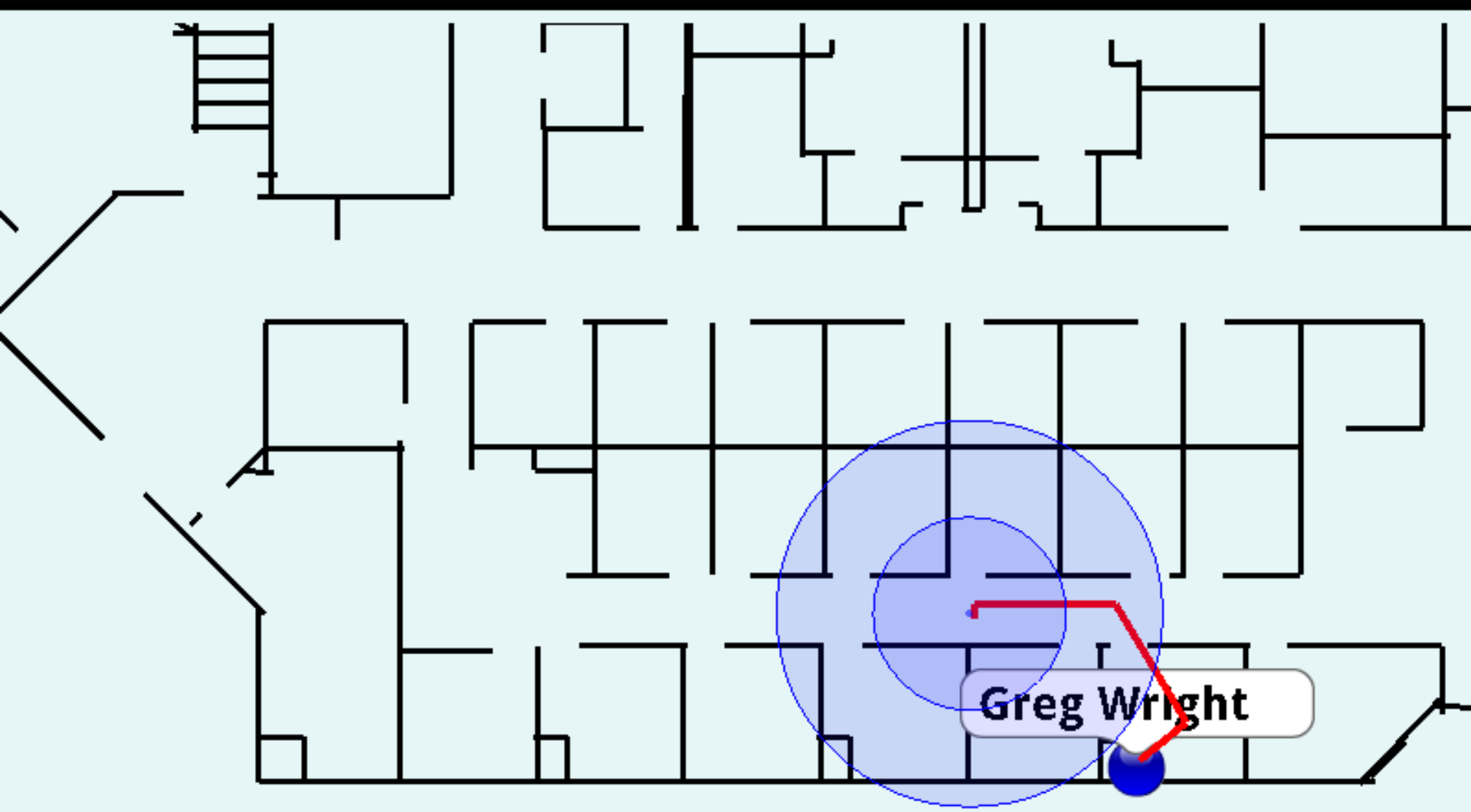


# Key Requirements for Good Indoor Positioning Solutions



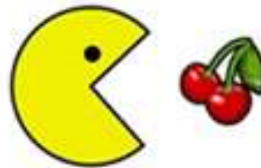
# It Takes an Ecosystem







PacMan



Winning Game by Thomas Zheng

Replayed at ~10x speedup

# Thank You

©2012 Qualcomm Incorporated. All rights reserved. Qualcomm is registered trademark of Qualcomm Incorporated. All the trademarks or brands in this document are registered by their respective owner.

QUALCOMM Incorporated, 5775 Morehouse Drive, San Diego, CA 92121-1714