ATRIUS PARTNER

WAYFINDING WITH LED LIGHTING

Bring your venue to life with real-time navigation.

INDOOR NAVIGATION WITH LED LIGHTING

Experience highly accurate indoor positioning with energy-efficient LED (light-emitting diode) lighting. Paired with a Phunware-powered mobile app, LED lights can communicate with smartphones using visible light communication (VLC), returning precise location information used for indoor navigation. Phunware's mobile software platform can also ingest location data from Bluetooth Low Energy (BLE) technology, ensuring accurate indoor positioning even when devices may not be directly exposed to LED lights.

Offer visitors real-time navigation around your facility while reducing energy and maintenance costs with a mobile wayfinding solution powered by LED lighting.

BENEFITS

Precise Location

As long as users have a Bluetooth-enabled mobile device with a camera, our solution can determine their location and the direction of their movement within inches.

Energy Efficiency

According to the US Department of Energy, LED lighting fixtures are proven to use at least 75% less energy than incandescent lighting, reducing lighting costs and carbon footprint.

Lower Maintenance Costs

Because each LED light fixture emits BLE signals, there's no need to install or maintain battery-powered beacons or other hardware to enable indoor wayfinding. And because LEDs last approximately 25 times longer than traditional incandescent lighting, costs associated with purchasing and installing replacement lights are drastically reduced.
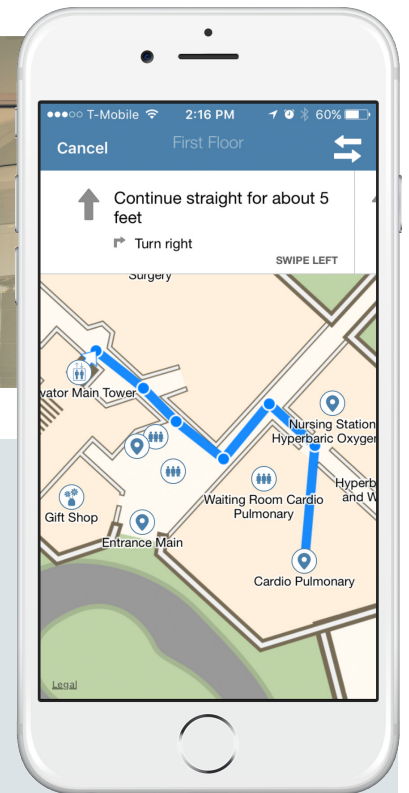
LED MOBILE WAYFINDING PACKAGE

Your package includes:

- Energy-efficient LED fixtures enabled with dual indoor positioning system technology (VLC and BLE)

- Mapping SDK and API key

- Mobile applications for iOS and Android that include venue map, points of interest (POIs), dynamic indoor blue dot positioning and wayfinding and proximity-based campaigns (powered by BLE). *Optional: Integrate our Mapping and Location SDK if you have an existing app*

- Startup, installation and configuration services

- Analytics to understand how visitors interact with your space to optimize customer journeys, analyze and predict traffic and behavioral patterns and improve conversions

You'll need to provide:

- Maps or drawings of your facility's floor plans

- The points of interest you want to track, as well as walking paths and routes for your venues

GET STARTED TODAY

WWW.PHUNWARE.COM/PLATFORM/MAPPING

partnersales@phunware.com | 855.521.8485 | @phunware