

# BRING YOUR VENUE TO LIFE

Expand the power of your mobile application with location-based services.

## FEATURE OVERVIEW

### 1. Indoor Routing and Navigation

Leverage users' location in real time to enable step-by-step navigation to, from and throughout your facility—including your custom points of interest (POIs).

The seamless routing experience continues indoors, between floor levels and throughout buildings.

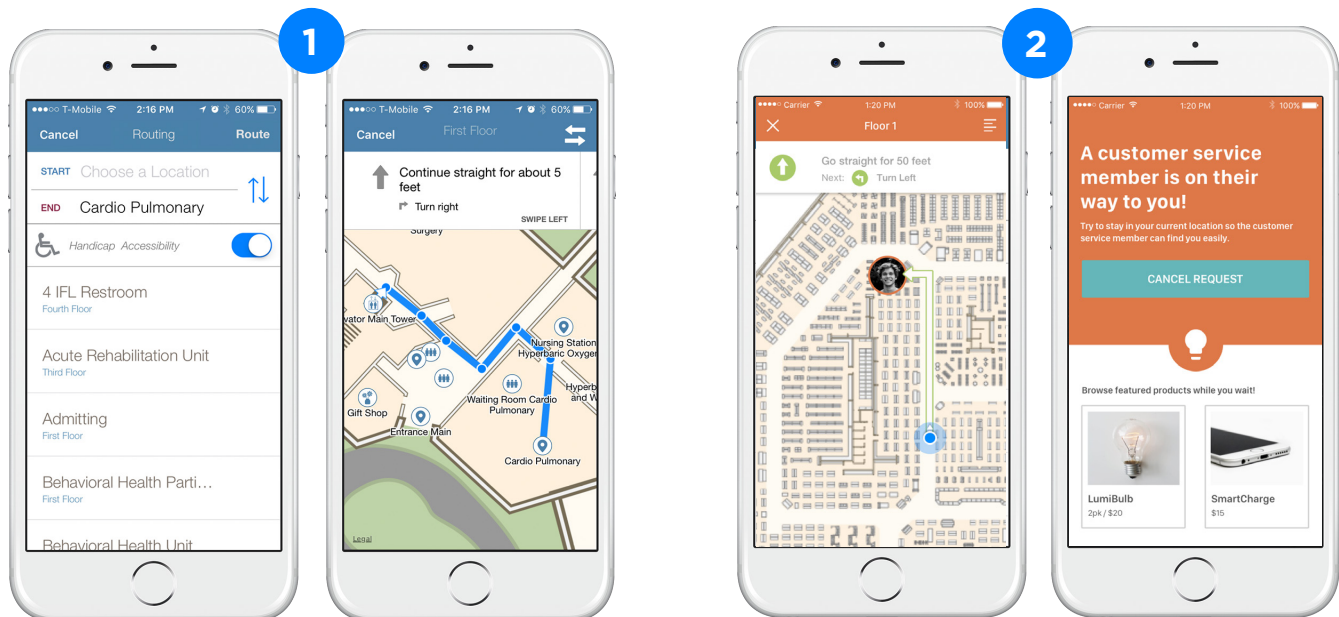
- Optional real-time blue dot navigation using Bluetooth Low Energy (BLE) beacons, Wi-Fi, GPS or Li-Fi
- Wheelchair-accessible routing available, along with routing for visually impaired users

### 2. Location Sharing

Location sharing enables users to share, view and route to each other's locations. Use cases include finding friends in a crowded venue or requesting in-store assistance from a retail associate directly to a user's real-time location.

### 3. Customizable Points of Interest (POIs)

Create, configure and display points of interest—such as restaurants, ATMs and restroom facilities—making your venue map more helpful and valuable.



## FEATURE OVERVIEW

### 4. Simple Real-Time Map Management

Phunware maps are easy to edit, manage and update on the fly, directly within the cloud. Restrict access to specific areas and routes temporarily or create and edit wheelchair-accessible routes as needed.

### 5. Additional Real-Time Location Services

Improve internal workflows and increase operational efficiency by taking advantage of location awareness to track employees, equipment and assets. Trigger customer workflows based on proximity alerts and gather valuable data on traffic patterns and more.

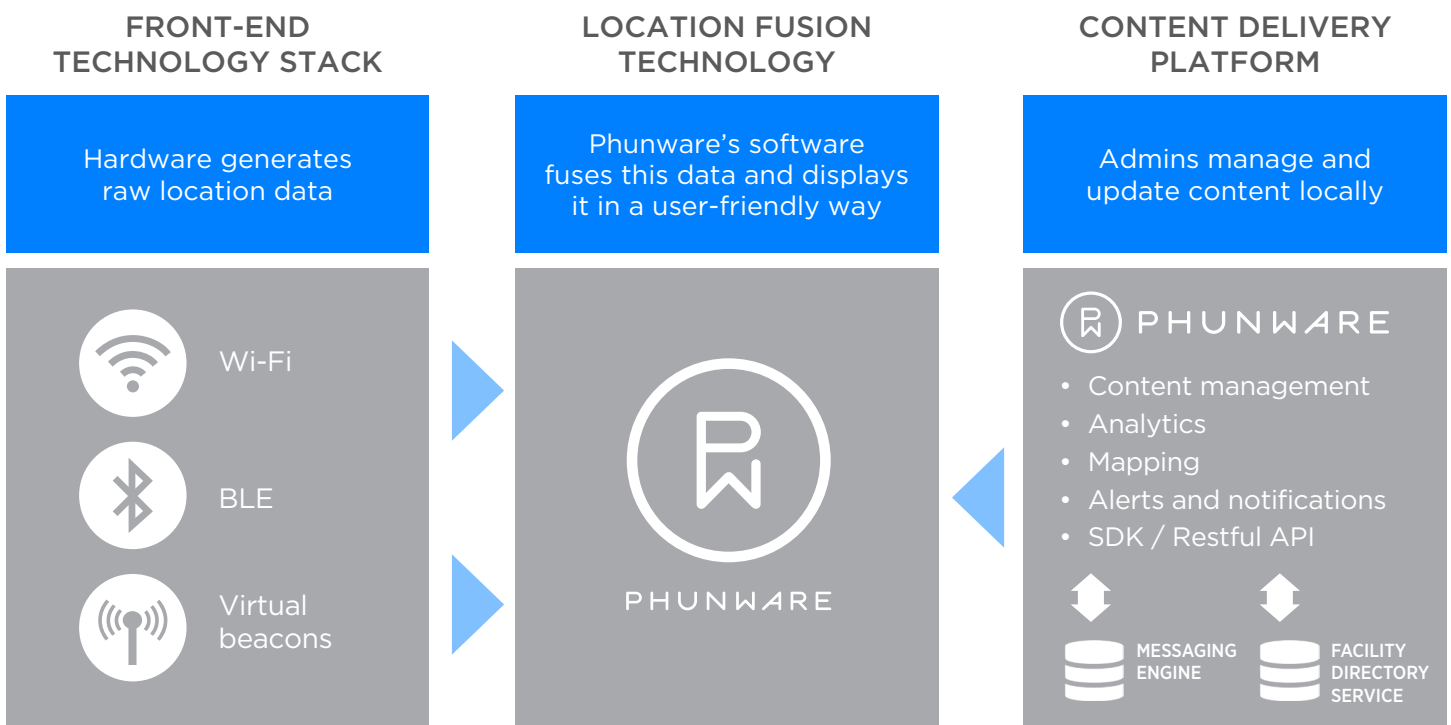
### 6. Native Map Experience

Phunware maps provide the mapping experience users expect and are familiar with, following the latest Google and Apple technologies and design patterns—including pinch zoom, panning and rotation.

## HOW IT WORKS

Phunware's flexible Location-Based Services module is hardware-agnostic—it works with multiple hardware providers and supports location-enabled hardware including Wi-Fi, BLE and virtual beacons, Li-Fi and GPS.

**How it works:** Phunware's platform ingests and fuses location data from this hardware and renders it as user-friendly maps and routes. Admins can manage map and other app content in the cloud-based MaaS portal.



USE CASES

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Regardless of your industry, Phunware location-based services can help drive the outcomes that are important to your business.



**RETAIL**

- Drive traffic to specific departments and shelves by presenting easy navigation to seasonal or featured products
- Help associates stock inventory as soon as it arrives from the loading dock



**AVIATION**

- Drive passenger satisfaction by providing turn-by-turn directions to boarding gates and airport retail and dining
- Reduce passenger stress by reminding them how to get to their parked vehicles



**HEALTHCARE**

- Minimize revenue loss due to missed appointments by guiding patients directly to their appointment location within the hospital campus
- Trigger workflows based off of tracking staff and medical equipment member in event of an emergency



**LIVE EVENT VENUES**

- Enhance the fan experience with turn-by-turn directions from parking lot to destinations within the stadium or arena (individual seats, restrooms, concessions, etc.)
- Update meet-and-greet locations in real time

**GET STARTED TODAY!**

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