

BRING YOUR VENUE TO LIFE

Expand the power of your mobile application with mapping, navigation and wayfinding capabilities.

FEATURE OVERVIEW

1. Indoor and Campus-Wide Mapping

Phunware will build optimized mobile maps based on your facility's blueprints and/or architectural diagrams.

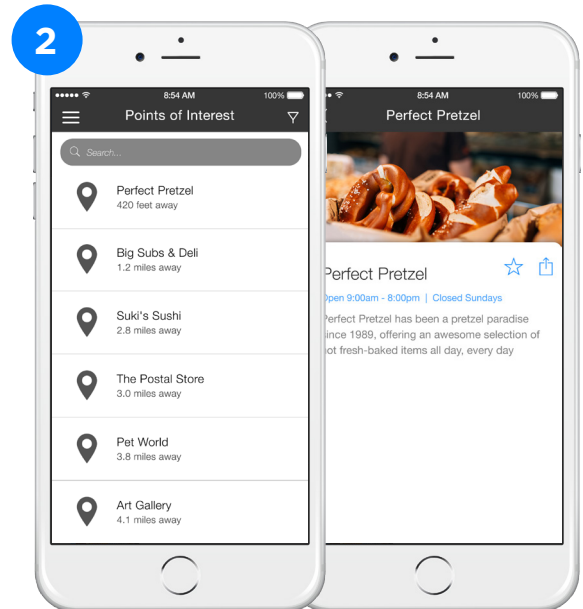
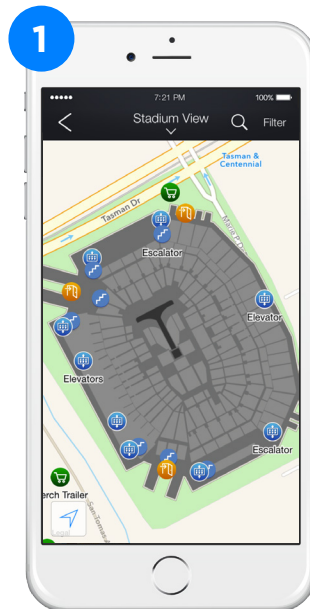
These maps provide outdoor contextual references, including roads and neighborhoods as well as geographic and local landmarks.

2. Native Map Experience

Using the latest Google and Apple technologies, Phunware maps provide the experience users expect—including pinch and zoom, panning and rotation.

The seamless user experience continues indoors and across buildings. With optional blue-dot location awareness, Phunware maps can even recognize a user's current floor level.

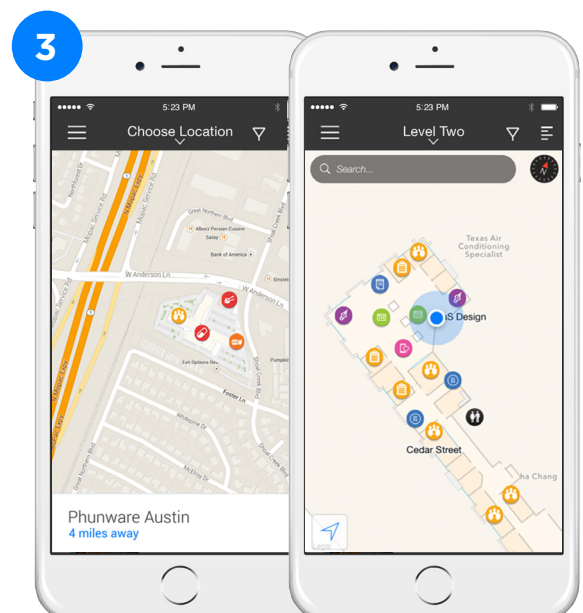
Mapping data are cached every time a user opens the app, so maps are available even when cellular or wireless coverage isn't.



3. Points of Interest (POIs)

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

- Search and filter POIs
- Automatically hide and show POIs based on zoom and locations



FEATURE OVERVIEW

4. Simple Real-Time Map Management

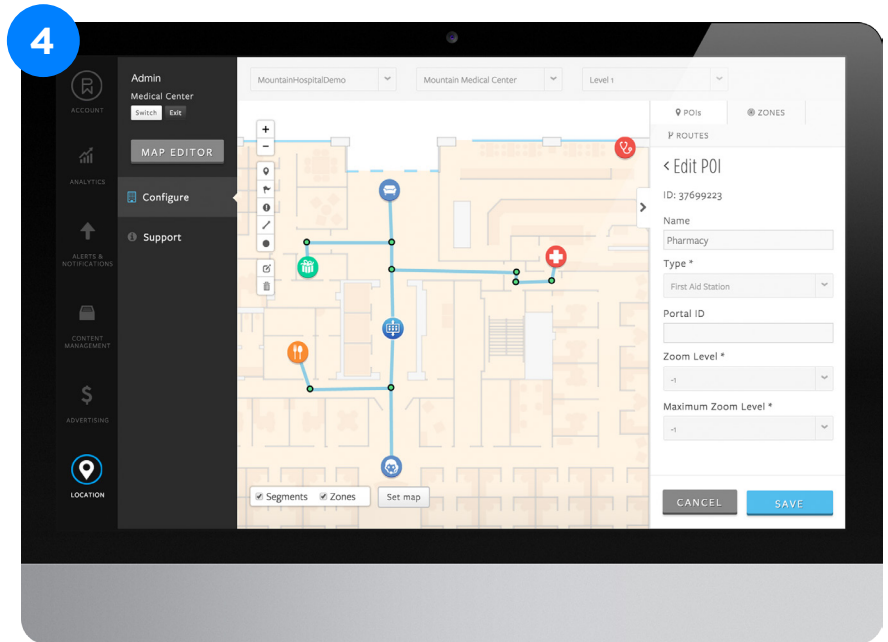
Phunware maps are easy to edit, manage and update on the fly, from the cloud.

- Include location-related metadata such as images and descriptions
- Restrict access to specific areas and routes temporarily
- Create and edit wheelchair-accessible routes as needed

5. Routing and Navigation

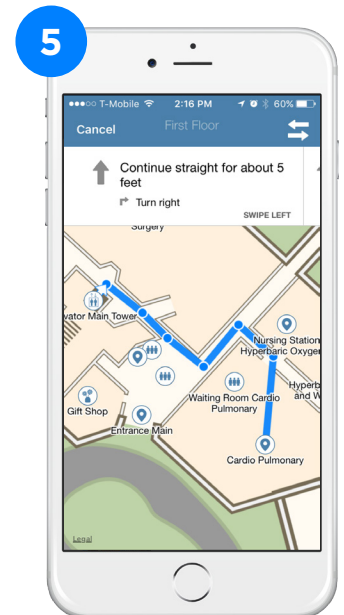
Use real-time user location to provide step-by-step navigation to, from and throughout your facility—including your custom POIs.

- “Locate Me” and “Follow Me” routing modes
- Optional real-time blue dot navigation using Bluetooth Low Energy (BLE) beacons, Wi-Fi or GPS
- Wheelchair-accessible routing available, along with ADA-compliant routing for visually impaired users



6. Additional Real-Time Location Services

Use location awareness to track employees, equipment and assets, trigger workflows based on proximity alerts and gather valuable data on foot traffic patterns.



MOBILE PLATFORM SUPPORT

- Apple iPhone: iOS 9.X and above, iPad compatible
- Google Android: Android 4.4 and above with Google Services

USE CASES

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



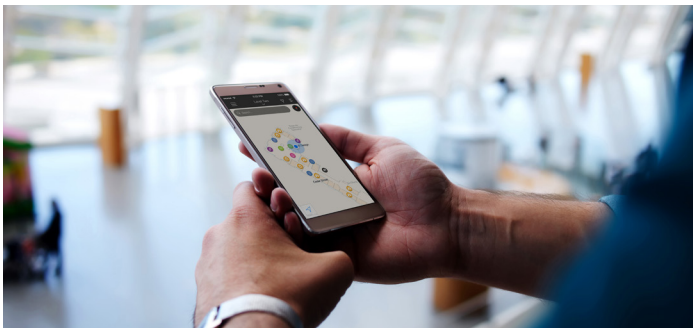
RETAIL

- Provide shoppers with seamless navigation to different departments, aisles, or products within your store
- Drive traffic to specific departments and shelves by presenting easy navigation to seasonal or featured products



HEALTHCARE

- Minimize revenue loss due to missed appointments by guiding patients from home to doctor office
- Reduce wayfinding signage operation costs with cloud-based real-time mapping updates



AVIATION

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

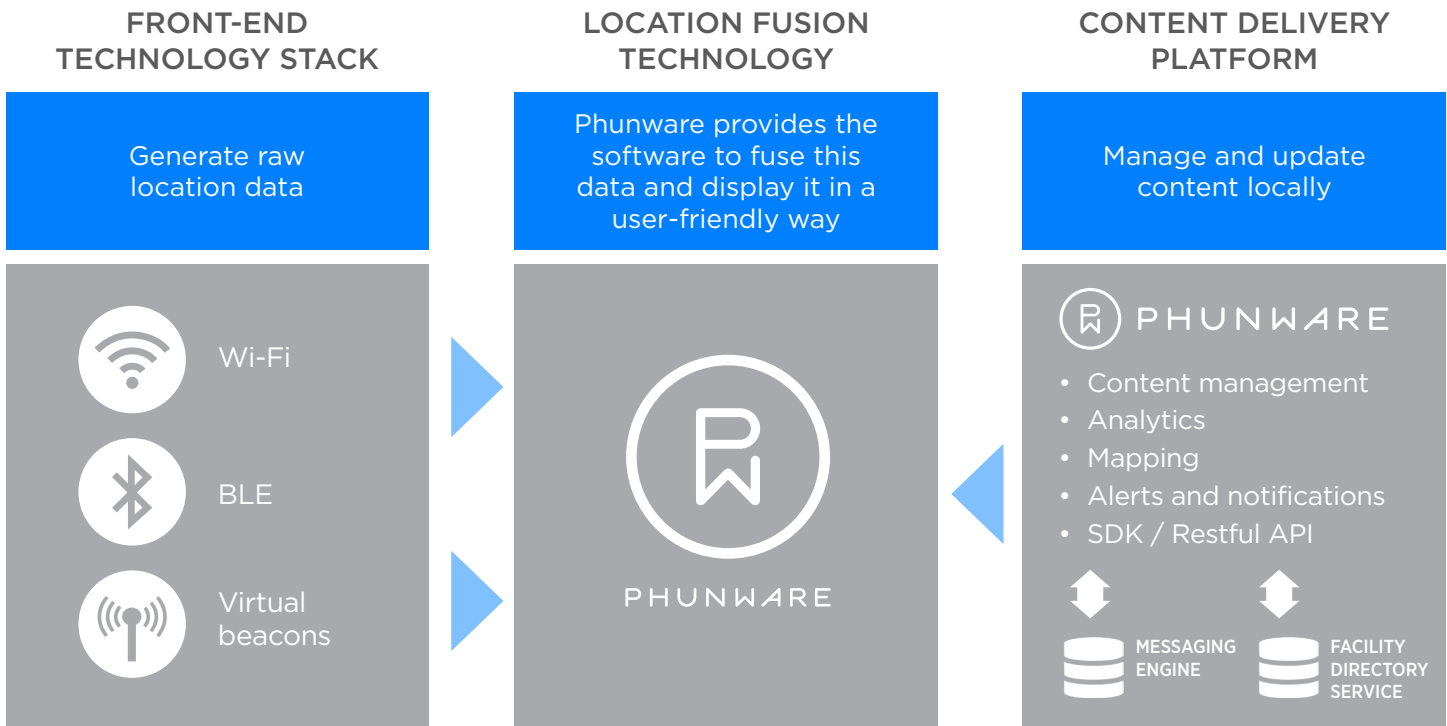


LIVE EVENT VENUES

- Enhance the fan experience by providing turn-by-turn directions from parking lot to appropriate stadium seating location
- Update meet-and-greet locations in real time

HOW IT WORKS

Our flexible location-based solution is hardware agnostic, which means that our software works with multiple hardware providers and support various location technologies, including Wi-Fi, BLE and virtual beacons. How it works: we acquire raw location data from these providers, then fuse that data to display it in a user-friendly way. Manage your maps and routes in our MaaS portal, as well as other content that will be displayed in the app.



APPROACH TO LOCATION TECH ACCURACY

- 1** First, we collect basic location data from the location provider.
- 2** Then, our location software leverages native smartphone technology (such as dead reckoning, accelerometer and compass positioning) to calculate a user's known or estimated direction and speed in order to predict that user's next position.
- 3** By displaying where we predict the user to be next, we can quickly correct actual positioning with location data, providing a seamless experience for the user with a lower chance that they veer off the guided path..

GET STARTED TODAY!

[PHUNWARE.COM/PLATFORM/MAPPING](https://phunware.com/platform/mapping)

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