

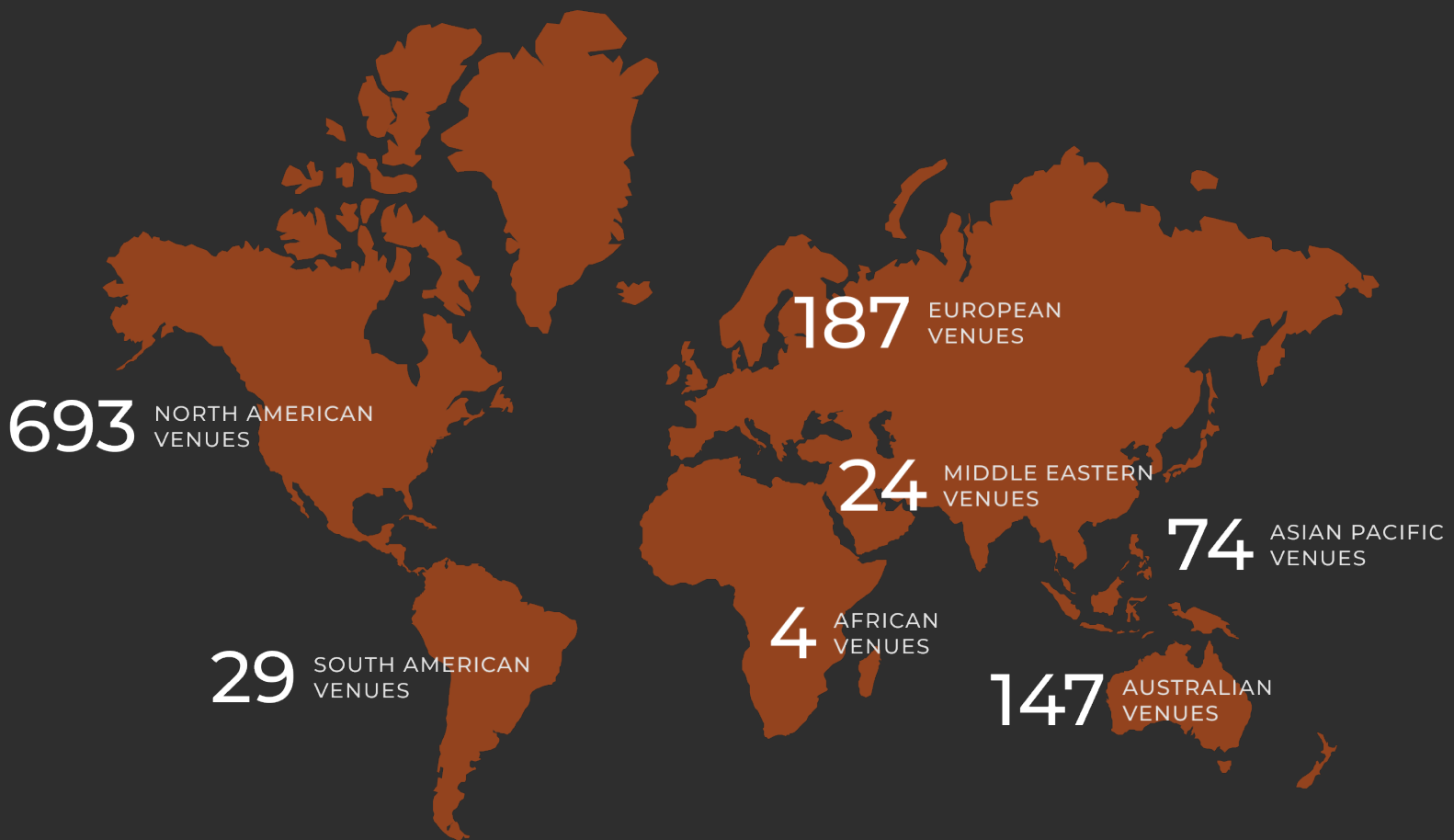
SOLUTIONS OVERVIEW

PRESENTED BY  mappedin

COMPANY

Mappedin is the leading platform for indoor spatial data management, digitizing venues, and building best-in-class indoor mapping experiences. Built for scale, our flexible platform and enterprise grade tools enable us to work with leading operators and developers around the world.

To date, Mappedin has mapped **755+ million square feet** of indoor space across **1,100+ venues** in **40+ countries**.

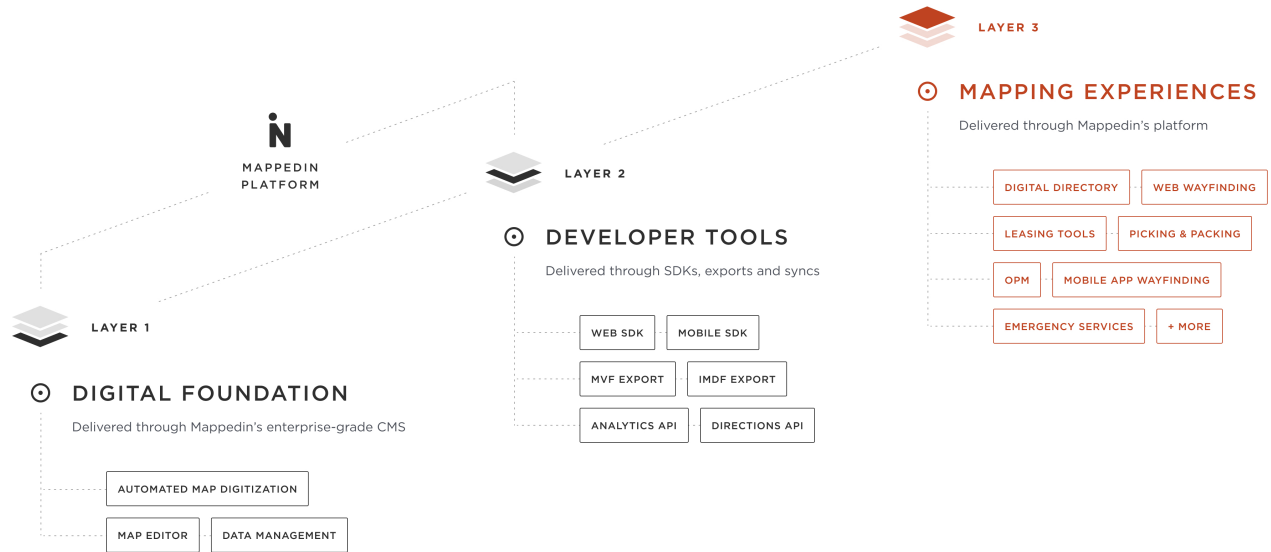


PLATFORM



MAPPEDIN PLATFORM

POWERING MAPPING EXPERIENCES FOR WORLD-CLASS VENUES



MAPPING SDKS

ONE DIGITAL ASSET, MULTIPLE USE CASES

SUPPORTED PLATFORMS

- <> Responsive Web Apps
- <> Native Mobile Apps (iOS/Android)
- <> Kiosk Apps
- <> And More...



RESPONSIVE WEB APP

The Responsive Web App enables users to search, discover, and navigate complex venues. Built with Mappedin's Web SDK, the responsive design allows visitors to access indoor maps across any device.



KEY PRODUCT BENEFITS

- Purely web-based, responsive experience with no apps to download
- Turn-by-turn, real-time navigation from your location to any destination
- Familiar experience that users expect from leading mapping technologies
- Support for multi-floor, single floor, and indoor/outdoor venues
- Positioning enabled through leveraging your existing WiFi infrastructure
- Smart Search provides predictive results based on historical search data
- The interactive 3D map enables users to pan, zoom and rotate
- Simple integration with your website by embedding a few lines of JavaScript

BRANDED EXPERIENCE

Mappedin's Responsive Web App can be customized to match your website's branding, ensuring it fits seamlessly into your digital strategy.

MULTIPLE LANGUAGES

Our Web App is currently available across 20+ languages with new ones always being added.

DEALS & PROMOTIONS

Showcase the latest deals and promotions alongside points of interest on your map.

INSIGHTS & ANALYTICS

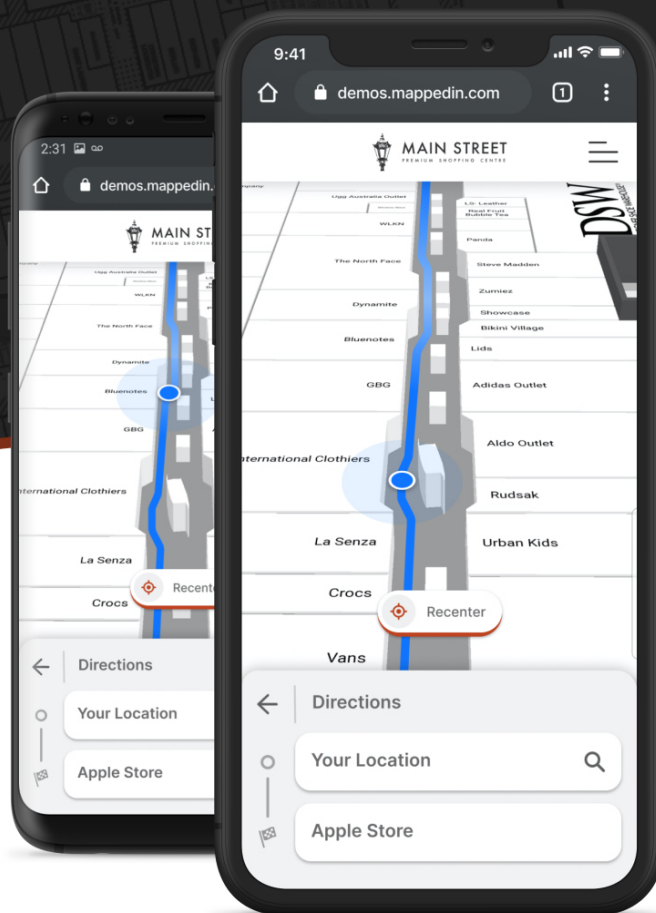
Gain a better understanding of visitor intent by tracking searches and location selections. These insights can lead to more informed business decisions at your property.

TRUSTED BY INDUSTRY LEADING TEAMS



MAPPEDIN BLUEDOT

Bring the familiar experience of real-time positioning to the web with Mappedin Bluedot, a first of its kind in indoor navigation for both iOS and Android devices. Make it easy for users to get where they need to go; all through your website, no app required.



KEY PRODUCT BENEFITS

- Purely web-based experience with no apps to download
- Turn-by-turn, real-time navigation from your location to any destination
- Familiar experience that users expect from leading mapping technologies
- Support for multi-floor, single floor, and indoor/outdoor venues
- Positioning enabled through leveraging your existing WiFi infrastructure
- Location detection and automatic floor switching for larger venues
- See how shoppers move around your venue with aggregate data
- Regular updates as the product improves

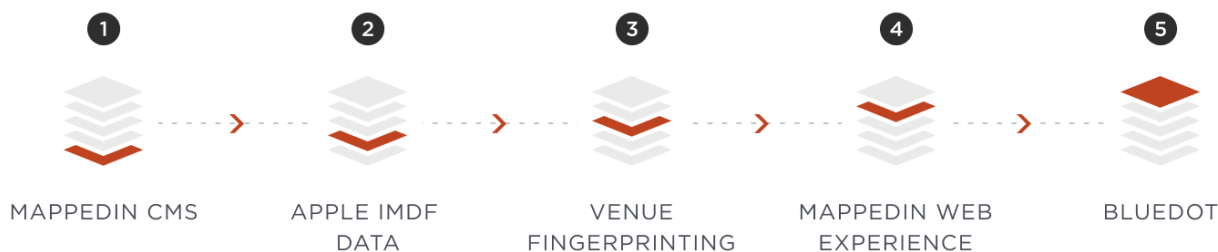
8x

MORE USERS ASKED FOR
DIRECTIONS AT VENUES
USING BLUEDOT

2x

MORE LOCATION
SELECTIONS ON AVERAGE
AT VENUES USING BLUEDOT

SETTING UP BLUEDOT FOR YOUR VENUE



DIGITAL DIRECTORY

Mappedin's Digital Directory enables users to search, discover, and navigate through complex indoor venues. Built using our Web SDK, this pre-built application pulls navigation features together to serve a complete solution.



MULTI-FLOOR NAVIGATION

Simplified navigation across multiple floors.

- ⚙ Accessibility Mode
- ⚙ Stacked Maps for Visibility
- ⚙ Connection and Landmark Tooltips

QUICK LAUNCH BUTTONS

Easy access to key buttons on the home screen.

- ⚙ Categories
- ⚙ Deals & Events
- ⚙ Highlighted Locations

INSIGHTS & ANALYTICS

A look at how users interact with your venue.

- ⚙ Visitor Intent
- ⚙ Missed Searches
- ⚙ Visual & Raw Data Exports

SMART SEARCH

An enhanced search experience.

- ⚙ Text Matching
- ⚙ Historical Matching
- ⚙ Predictive Matching

THEMING & LOCALIZATION

Customizable for brand consistency.

- ⚙ Logo & Search Bar
- ⚙ Language Selection
- ⚙ Background & Buttons

AND MORE...

Additional features to delight visitors.

- ⚙ Mobile Pass
- ⚙ Directory Ads
- ⚙ Directory Voice Assist

MOBILE PASS

Mappedin's Mobile Pass provides users with a seamless hand-off between the Digital Directory and their mobile device. Using Mappedin's Responsive Web App, the indoor map populates directly in the browser, providing a consistent feel across platforms.



ENHANCED WAYFINDING

For users that want to take the digital map on-the-go, Mappedin's Mobile Pass enables this hand-off through text message or QR code.

CONSISTENT EXPERIENCE

Mappedin's Responsive Web App is built for mobile and provides the same 3D map and search functionality as the directory, ensuring a consistent experience for users.

EASY INTEGRATION

With only a few simple steps, Mobile Pass is an easy feature to enable for visitors. Venues have the flexibility to setup Mobile Pass through QR code, text message, or offer both options.

TOUCHLESS NAVIGATION

Provide shoppers with a completely touchless experience by showcasing the QR code on the directory home screen. When users approach the directory, they can simply scan and go.

BROWSER BASED

Mobile Pass utilizes the Responsive Web App, a browser-based experience, eliminating the need for users to download an application while navigating on-site.

MAPPEDIN IS TRUSTED BY INDUSTRY LEADING TEAMS



DIRECTORY ADS

Mappedin's Directory Ads provide a simple way to monetize your directory signage during idle use or user interactions. With Directory Ads you can bring Digital Out of Home advertising to all screens throughout your portfolio and add an additional revenue stream.

HOW IT WORKS

Mappedin provides simple ad scheduling features directly within our CMS. This enables you to showcase two unique placements on our Digital Directory product; a fullscreen overlay or homepage banner.

Earn Additional Revenue

Mappedin's Directory Ads feature allows you to create an additional revenue stream for your business. Leverage your idle directory screens to provide placements directly for advertisers or retailers.

Display Images and Videos

Create a series of engaging images and videos within the same ad loop.

Sync from your CMS

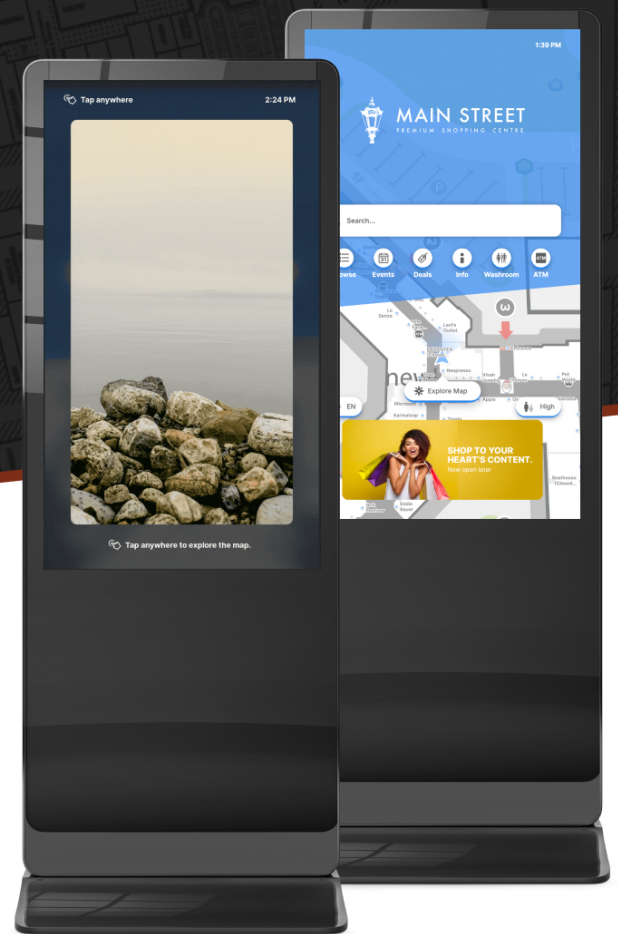
Automate your workflow by syncing your advertisements and promotions to Mappedin from your own CMS.

Scheduling





Set "to" and "from" dates so that your advertisements appear on schedule.

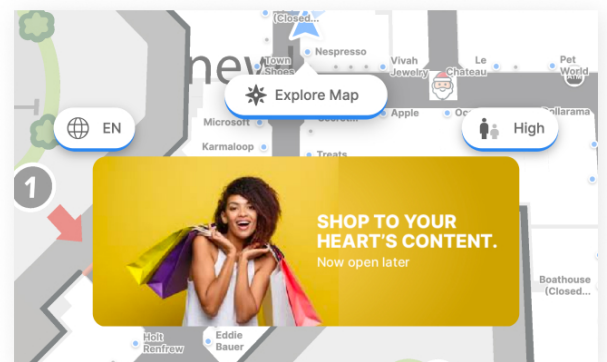
Impressions Tracking

Use session data from Mappedin's analytics to detect how many users saw the advertisements.



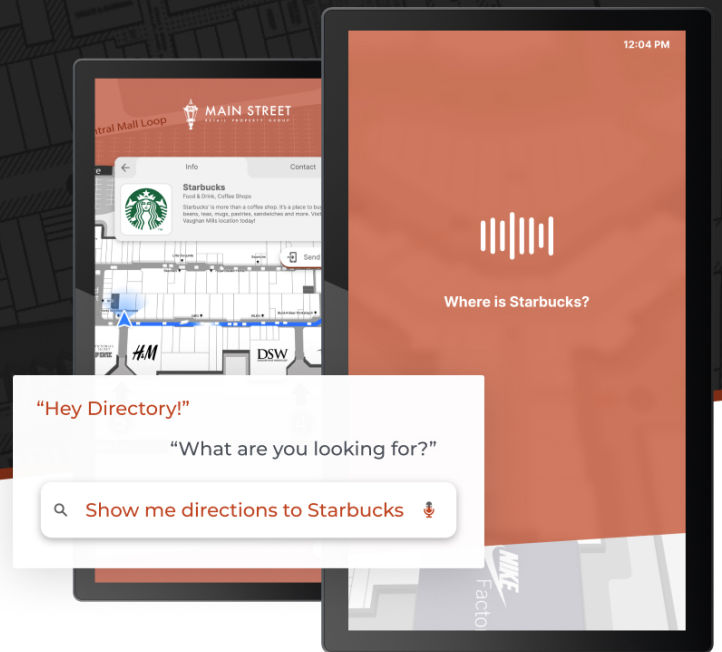
KEY FEATURES

-  Effortlessly schedule ads
-  Two ad placements to choose from
-  Restarts to ad overlay when idle
-  Combines ads with the directory interface to create an experience that is user friendly for shoppers and valuable for advertisers



DIRECTORY VOICE ASSIST

Mappedin's Voice Assist is an audio-based assistant that provides a fast, touchless wayfinding experience on our Digital Directory product. Using convenient voice commands, shoppers can navigate a venue with simple phrases like "Where's the Apple store?".



VOICE RECOGNITION

By integrating the latest voice technology, Voice Assist provides accurate word recognition and flexible methods of structuring questions. When paired with our modern user interface, we give shoppers a transparent and simple way to access indoor directions.

- ⚙ Multi-language support
- ⚙ Visual indicators to show microphone is recording
- ⚙ Voice requests displayed on screen

VOICE PRIVACY

Voice Assist is designed to ensure user privacy is taken into consideration. Data sent through this feature is encrypted and backed by enterprise-grade security, availability, compliance, and manageability offered by Microsoft's Azure services.

- ⚙ Audio is encrypted
- ⚙ Audio files are deleted after they are processed
- ⚙ Secure connection to back-end servers

VOICE WAKE WORD

Provide shoppers with a complete touchless experience using wake word technology. Approach the directory and activate the microphone with a simple phrase like "Hey Directory".

- ⚙ Real-time, secure audio analysis on device
- ⚙ Audio is only transmitted to servers once wake word is received

VOICE HARDWARE

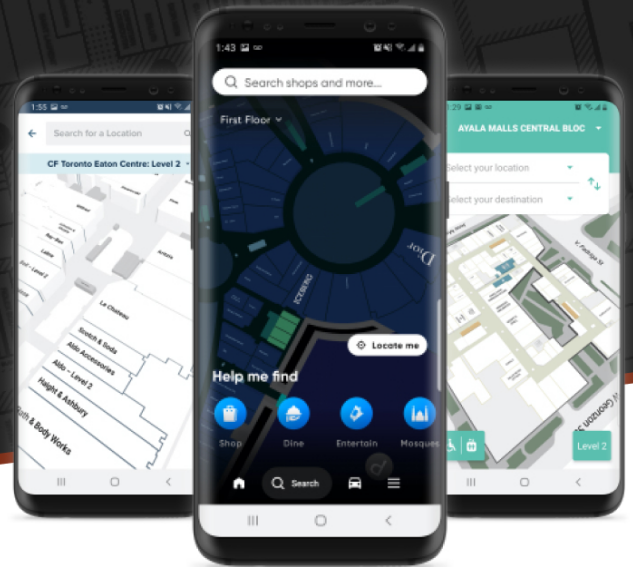
Using the latest multi-array microphone technology, Mappedin's Voice Assist can pick up audio even in noisy environments. All it takes is one microphone per directory to get started.

- ⚙ Uses Storm Interface's multi-array microphone
- ⚙ Plug and play USB connectivity
- ⚙ Far-field audio processing
- ⚙ Small form factor

MAPPEDIN SDKs

WEB, ANDROID, iOS & REACT NATIVE

Mappedin's Mobile and Web SDKs have been built to enable all indoor mapping experiences. Regardless of industry, our SDKs encompass a wide variety of components required to integrate mapping into a website, mobile application, or custom directory.



SDK COMPONENTS

Maximum Discovery

Built with Mappedin's Smart Search, users can search by location, brand, category, and more while pan, zoom, and rotate functionality make it easy to explore the map. Smart Labels appear based on zoom level, ensuring locations are clearly visible to users.

Real-Time Data Syncs

Maintain your location data in Mappedin's CMS or an alternate and see changes reflected in real-time API syncs and use External IDs to layer on additional data. These features make Mappedin SDKs well suited for integrations with software suites across all industries.







Sample Applications

Leverage our sample applications across a variety of use cases and experiences to get up and running quickly.

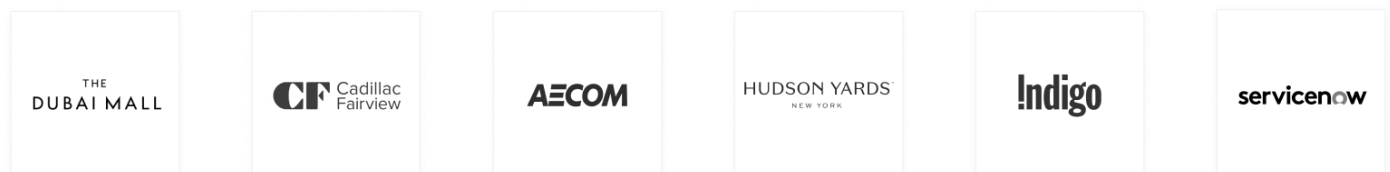
Intuitive Wayfinding

Enable the blue dot experience through prominent indoor positioning systems such as Apple's fingerprinting technology. Turn-by-turn directions, advanced tool tips, and multi-floor wayfinding make navigation simple.

ADDITIONAL FEATURES & BENEFITS

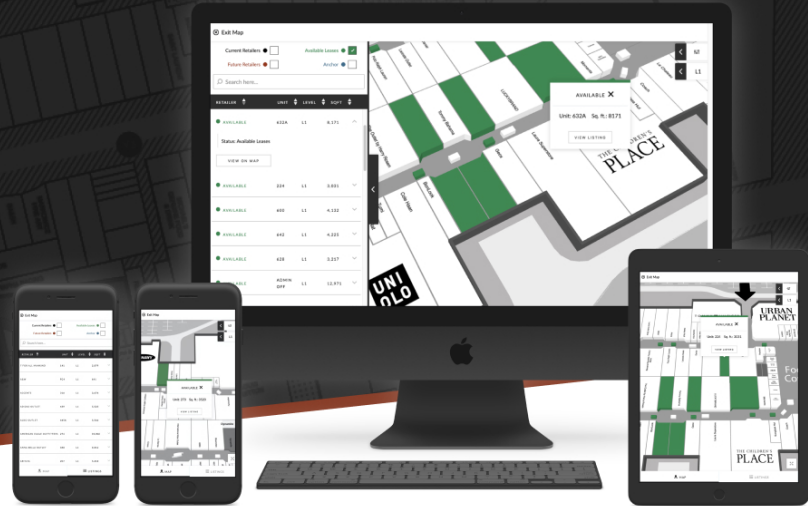
- | | |
|--|--|
|  Offline Mode |  Developer Support |
|  Follow-up Mode |  Robust Documentation |
|  RTL Text |  Getting Started Guides |

INTEGRATED WITH INDUSTRY LEADING TEAMS



LEASING SDK SOLUTION

Using Mappedin's Web SDK, create a custom and interactive map of your venue to elevate your leasing strategy, benefit your internal leasing team and showcase your venues to potential leads.



EASY MAP MAINTENANCE

As locations within your venue change, grow, or move around, ensure map accuracy with an easy-to-use Map Editor. Split a unit into two, or merge several units together with a few clicks. Save and view your changes on the leasing map, just moments later.







SYNC LEASING DATA

Along with showcasing available spaces, overlay leasing data on your map to display real-time details against the backdrop of your venue.

Allow leads to explore information such as:

-  Square footage
-  Location status
-  Sales rep information
-  Competitor brands
-  Active tenants
-  & more...

Allow leasing teams to explore information such as:

-  Active vacancies
-  Ongoing construction
-  Units in negotiation
-  Lease expiry
-  Pricing details
-  & more...

ONE MAP EVERYWHERE

Within the Mappedin platform, edit your property maps in one place and have those updates pushed live across all indoor mapping experiences, such as Directories, visitor-facing Web Map, and your Leasing Page.







FILTER & SORT

Enable unique filters and sorting for maximum flexibility and allow agents to display the data of their choosing, such as sorting by lease price to discover appropriate units for a client's budget.

REAL-TIME ACCURACY

Ensure the most up-to-date information is presented at all times. Connect the SDK to your leasing database via API to see real-time data update across the map.

ADDITIONAL SDK BENEFITS

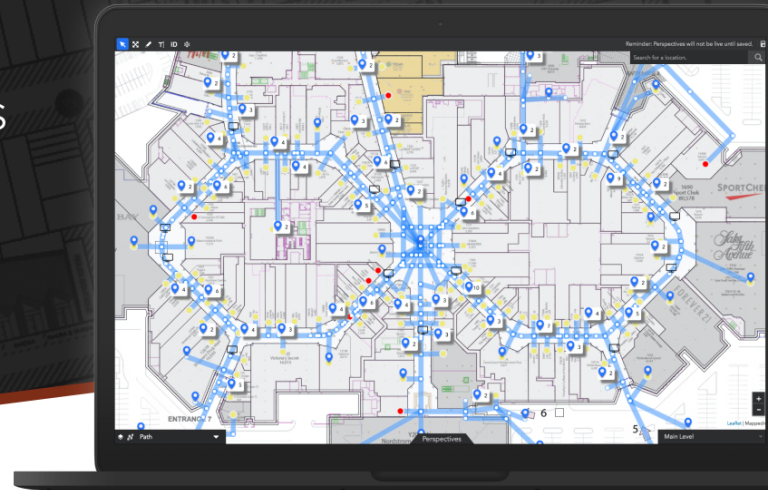
-  Offline Mode
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MAPPING CMS

CREATE, MAINTAIN & MANAGE MAPS

Mappedin's CMS is the foundational layer for all digital indoor mapping experiences. A source of truth for your property maps, the CMS creates collaboration across organizations to maintain accurate data, in real-time.



CREATE DIGITAL MAPS

By leveraging automation and our professional mapping team, Mappedin can create maps at scale within our CMS.

- ⚙️ Convert 2D to 3D Maps
- ⚙️ Apply Styling & Location Data
- ⚙️ Geo-reference to Real-world Coordinates



MANAGE YOUR VENUE DATA

Use the Mappedin platform as a source of truth for your location data or sync with an existing CMS.

- ⚙️ Location Details
- ⚙️ Map Geometry
- ⚙️ CMS Syncs & Integrations
- ⚙️ Manage Events



MAINTAIN DIGITAL MAPS

Keep your maps up-to-date with access to our collaborative Editor tools, ensuring your mapping experience is always accurate.

- ⚙️ Manage Location Details
- ⚙️ Update Map Geometry
- ⚙️ Draft & Publish Changes



REVIEW VENUE ANALYTICS

Our Analytics Dashboard presents detailed reports on searches, category and language selections, device use, missed searches, and more.

- ⚙️ Visitor Intent
- ⚙️ Missed Searches
- ⚙️ Visual and Raw Data Export
- ⚙️ + Many Other Trends And Insights