

# Advanced Wayfinding Solutions

## We're helping users get to where they need to be

Navigating using GPS apps such as Google Maps and Waze have naturally become a part of everyday life for many of us. End-to-end driving directions help make traveling seamless, yet until recently blue dot technology has been limited to the outdoors. Advances in the field have made it possible to provide real-time location tracking indoors, offering a platform for hospitals to create highly personalized and end-to-end navigation experiences for patients, guests, and their employees.

We're dedicated to making indoor location technology more accessible to organizations worldwide by using our proprietary blue dot technology, which merges data given off by the metal structures within buildings, wi-fi access points, and Bluetooth hardware to create precise indoor location tracking and mapped walking routes. We provide our system to organizations who are looking for a scalable solution to everyday navigation challenges.



**Digital maps:** Branded digital maps developed to support indoor navigation.



**Indoor navigation:** Point-to-point directions guide users to their destination, managed via a universal CMS.



**Step-by-step route audio instructions:** directions are delivered to the end user via the phones audio capabilities



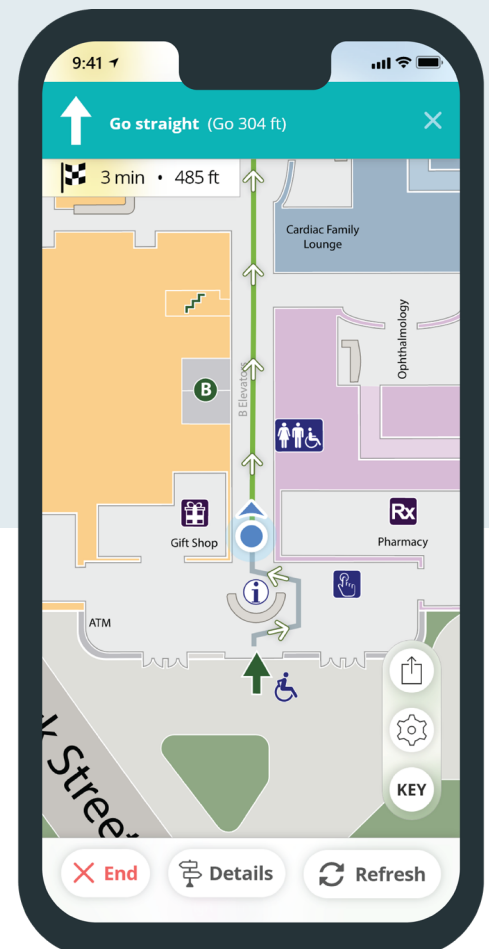
**Location-based services:** Alerts and notifications that personalize the user experience.



**Data insights:** Data intelligence about facility usage and navigation patterns.

## Key Features

- Accurate blue dot positioning within 1.5 meters
- Step-by-step route audio instructions
- Seamless floor detection and transitions
- Rerouting notifications
- Location-based messages (geofencing)
- Highly intuitive UI/EX
- Mobile responsive web accessibility (non-app / non-mobile users)



# Wayfinding for the visually impaired

## Custom Development and Integrations

The Purple Wayfinding system delivers a market leading route finding solution as standard. However, based on the specific requirements, some elements will require in-house custom development. All of the non-standard items

### The proposed solution includes the following capabilities:



#### Voice Commands:

User wakes the application by saying “Hey Wayfinding”, followed by instructions of where they would like to get to in the train station, whether that be reaching a particular platform, train or end destination. Purple Wayfinding then creates a route, delivering step-by-step route audio instructions.



#### Metro Train System Integration:

Through an integration between with the Metro Train System, Purple Wayfinding will intelligently deliver the most appropriate route based on the train schedule at that time.



#### Platform Alteration Re-routing:

Train platforms can change quite quickly with very little notice to the passenger. Through integration, Purple Wayfinding will capture these changes and notify the user in real-time while automatically re-routing them to the new platform.



#### Multilingual:

Ability to deliver all Wayfinding functionality, including step-by-step route audio instructions to users based on the language preferences which are detected via the mobile phone settings.



#### Shake for latest updates:

User receives update on their journey progress by shaking mobile device, which then delivers audio response.



#### POI Notifications:

Audio alerts are delivered to user during their Wayfinding journey as they pass or approach specific, pre-defined points of interest.