

No more aimless wandering

This month we look at an 'indoor positioning system', which helps you find your way around those enormous meetings spaces and meet the people you want to meet...

This column focuses on new technology products to make meetings better. Each issue will highlight a new tool or idea that will help.

The problem

Standard GPS systems do not work indoors. Standard Wi-Fi triangulation technologies will narrow things down to about 15-30 metres. Although this is close enough for street navigation, it is not nearly precise enough to navigate from booth-to-booth.

The solution

Wifarer has developed a precise "indoor position system" that refines Wi-Fi triangulation accuracy to an average of 1.3 meters.

Features

Wifarer offers three core functions:

- Real time positioning and way-finding: Wifarer's smartphone app shows a delegate's location with a beacon on a map that moves as they move, so they need only glance at their phones to know where they are.
- Real time location-aware information: Wifarer provides a communication channel among organisers, exhibitors and attendees. Wifarer automatically provides attendees with up-to-date multimedia content targeted to

where they are standing and what they are interested in.

- Real time and trended venue analytics: Venues and show managers want to understand how attendees use their space – where they go and how long they stay. Wifarer aggregates visitor smartphone data to develop heat maps and analytics showing how a venue is actually used.

Functionality

- An online content management system that lets exhibitors and organisers edit content.
- No need to build a custom app from scratch for each event.
- Includes additional functions such as conference alerts, schedule changes, detailed exhibitor floor plans, survey and polling information and more.
- Advertising can be sold on the mobile platform.
- Users download Wifarer once for free, and can use it in any certified venue in the world. When users launch the app, it automatically loads the maps, branding and content for its current location.

Pricing

- Pricing details are being finalised. The cost of the smartphone app will be covered by the exhibitors and sponsors who pay for advertising and enhanced listings on the app (posting multimedia content, etc). The Content Management System is expected to cost \$499 per month.

Further information

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* conditions apply, prices may vary