

LocusLabs and IndoorAtlas Partner for Indoor Location-based Solution



[LocusLabs](#) and [IndoorAtlas](#) have announced a partnership to integrate IndoorAtlas' Indoor Positioning System (IPS) with LocusLabs' suite of products. This partnership creates an end-to-end digital wayfinding and map management solution to power location-based applications and experiences at venues from airports and rail stations, to corporate and university campuses or even city-scale initiatives.

"Large building operators and owners are increasingly seeing the value of adding a spatial component to their digital initiatives," said Campbell Kennedy, CEO of LocusLabs.

"Combining IndoorAtlas' self-service capabilities with that from LocusLabs allows us to scale our industry-leading location platform into many more verticals and venue types of all sizes."

LocusLabs offers a location solution used widely amongst premium brands in the largest public spaces. IndoorAtlas employs patented sensor-fusion technology to provide a scalable, yet highly accurate indoor positioning solution. Together, the partners can offer a complete micro-location platform throughout entire public and private campuses and indoor/outdoor areas available via any app, across any screen.

Over the past year, both companies have observed the increased demand for location intelligence and spatial communication within digital applications to capture consumer attention, while at the same time meeting the needs of an increasingly mobile workforce. But there are also enormous operational efficiencies to be gained by tracking staff and improving processes using location. Companies whose offering involves large spaces are realising that visitors' attention is shifting away from their physical space and towards their devices, accompanied by additional services to be delivered via a mobile app. Asset tracking and real estate utilisation efforts can benefit greatly from a geospatial view of the respective data.

"Hospitality, transportation, and smart cities offer some of the most promising applications in the location-based services (LBS) market and with this partnership we take the global leadership of this emerging market and provide our customers worldwide the scale they are expecting," said Erik Piehl, CEO of IndoorAtlas.

The companies have already begun rolling out the integrated solution with several customers this month and will have live deployments available to the public soon.