# Emerging Technology

## This is Zed

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THE MARINERS MIRROVR

# NAVIGATION *for* EVERYONE

## Global time and navigation services are revolutionizing daily life.

Innovators have combined precise navigation, positioning, and timing information with digital maps and other data to form essential utilities all over the world.

These new applications are changing definitions of navigation and raising new questions. How is navigation technology changing your life?

Global Transportation Links

At the beginning of the 21st century

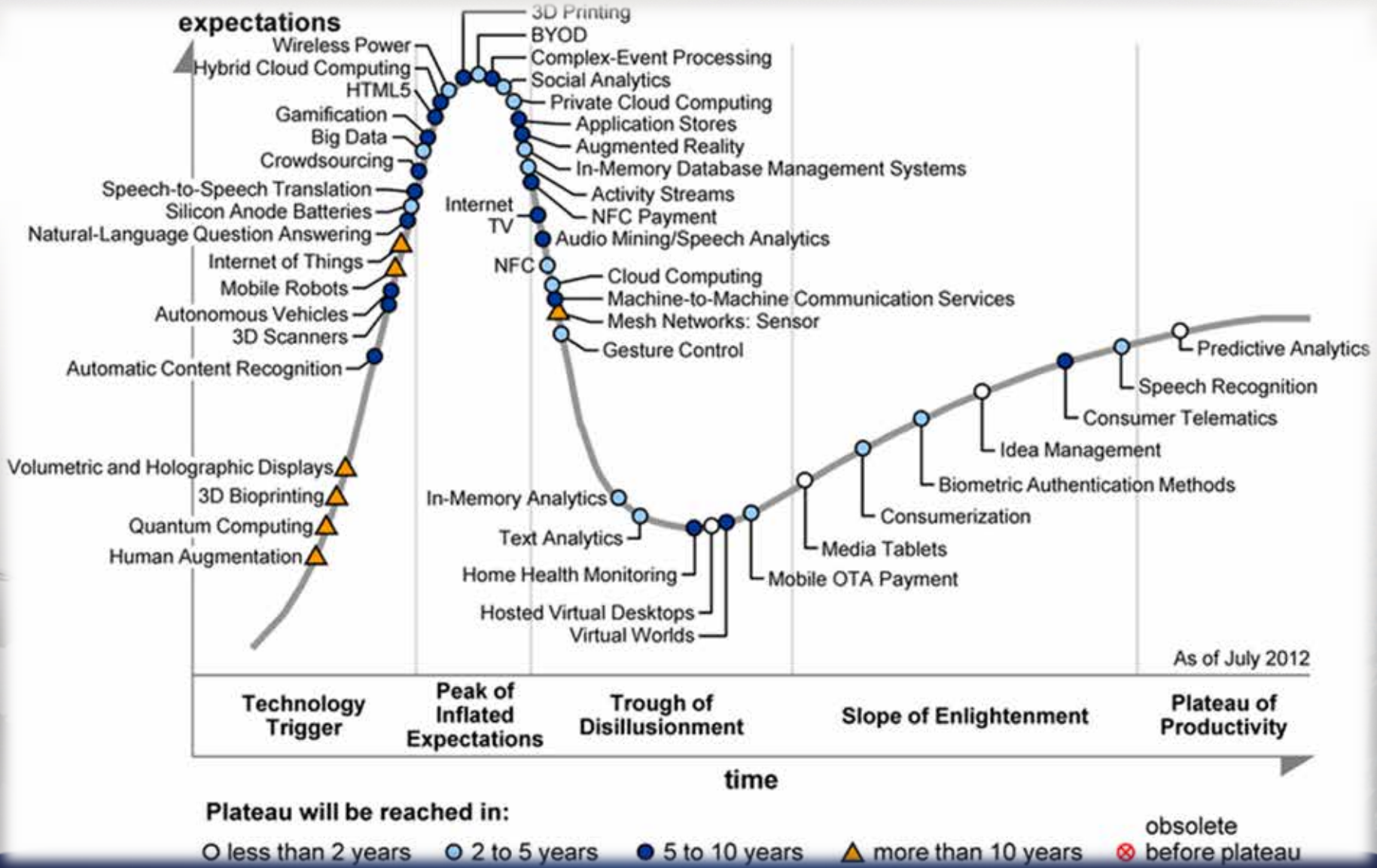
# Time *and* Navigation in Your Life

Global navigation systems like GPS and easy-to-use devices have revolutionized many aspects of life.

Innovations that integrate positioning technology, communications, and map data have led to a wealth of applications. From maintaining infrastructure, transporting goods, delivering services, or just meeting friends, people often use technology just as sophisticated as that used by pilots and soldiers. Almost anyone can be a navigator.

# Technology Trends

## 2012 Hype Cycle for Emerging Technologies



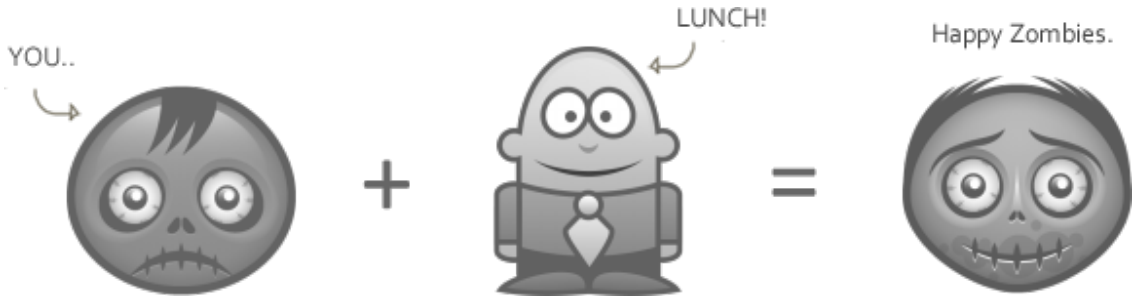
**GeoGaming**

SoLoMo

Meet Zed! Formally known as Hal

# Tag You’re It: Zombies

GeoGaming



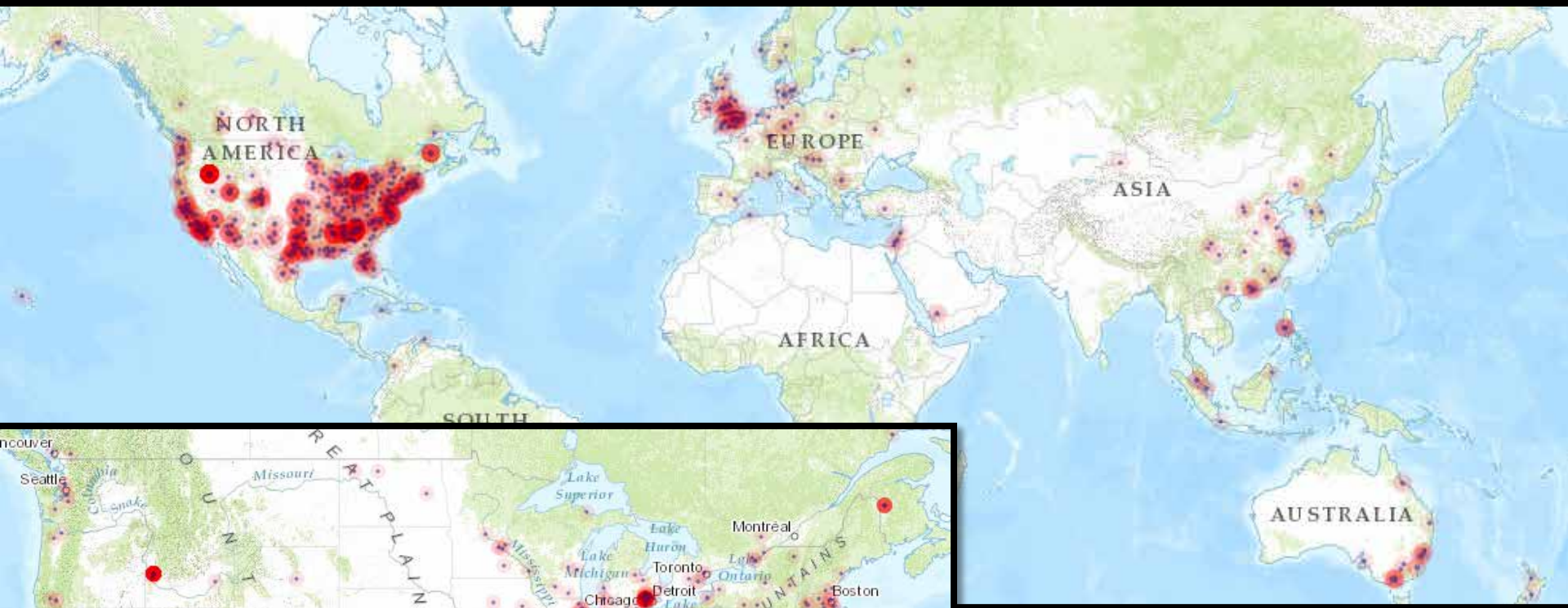
# GeoGaming

SoLoMo

CustomInk
Design T-shirts Online
Gone in 60 Seconds
Sponsored By:
Tag You're It!
Zombies

# GeoGaming

SoLoMo

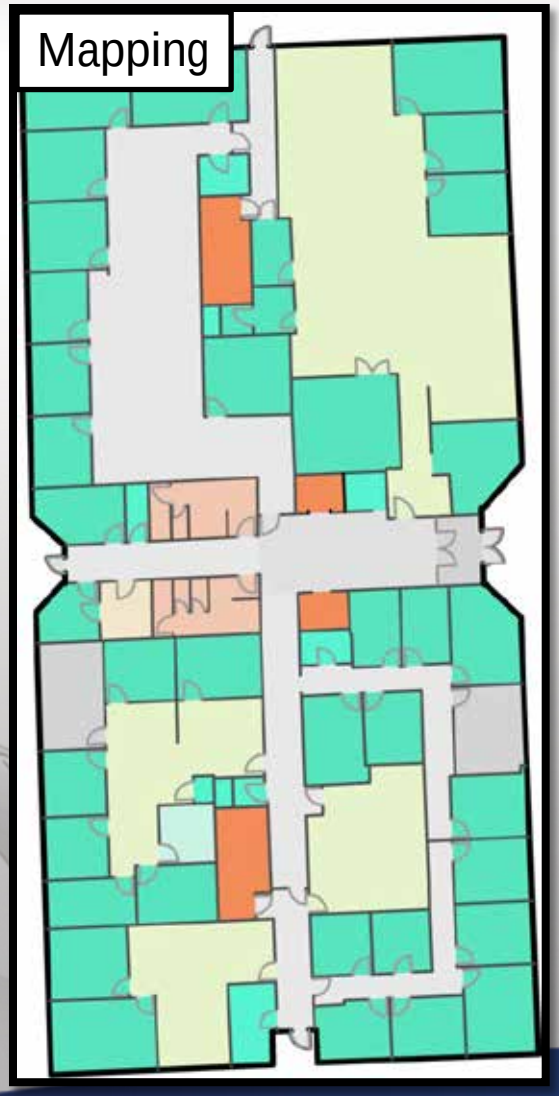


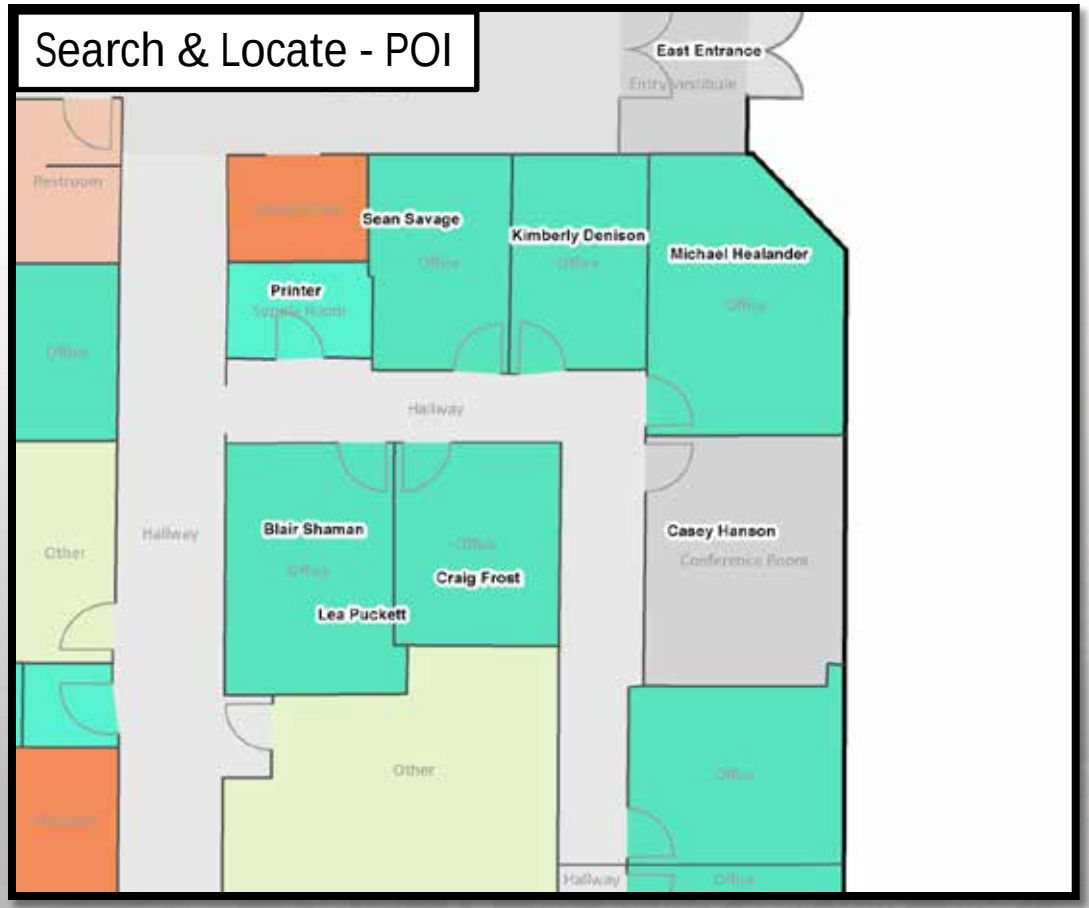
# Emerging Technology

## Indoors?

# Emerging Technology

## GISi Indoors - Mapping

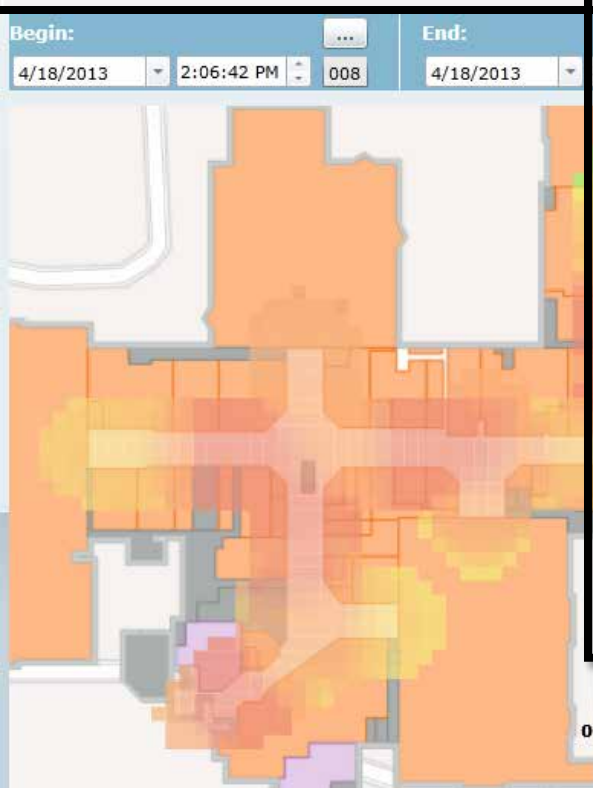


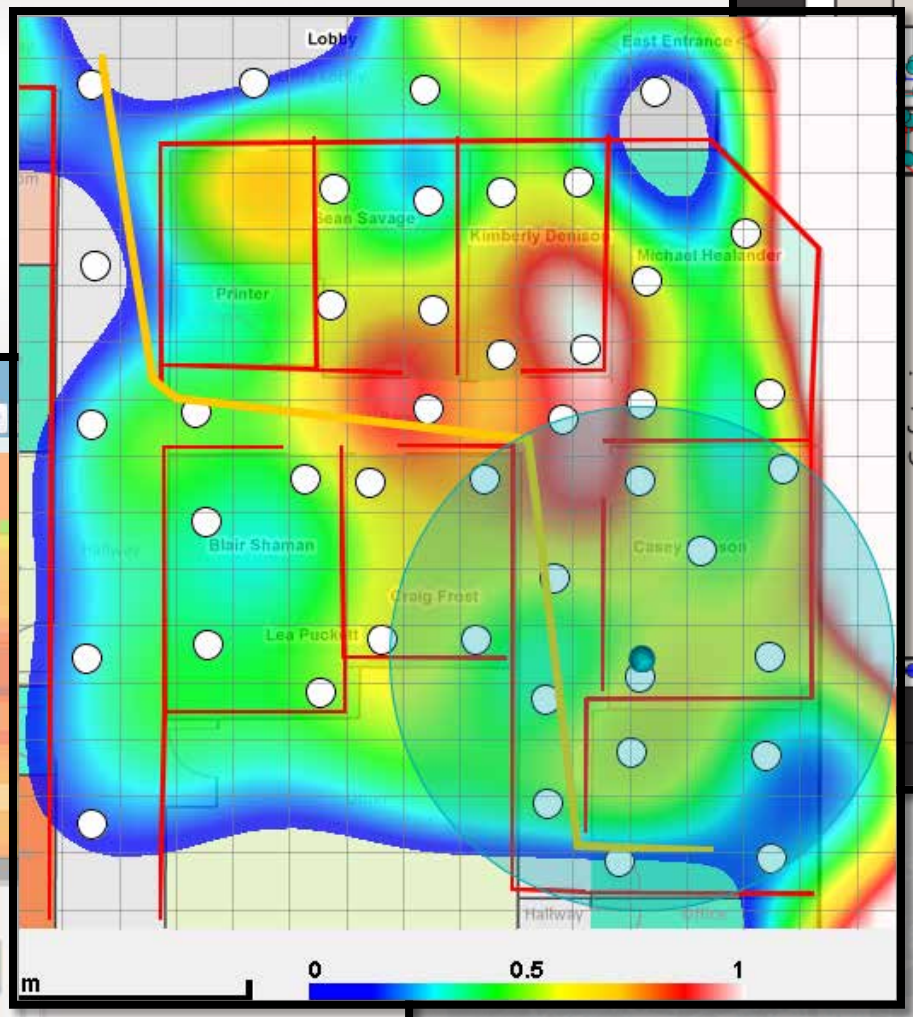



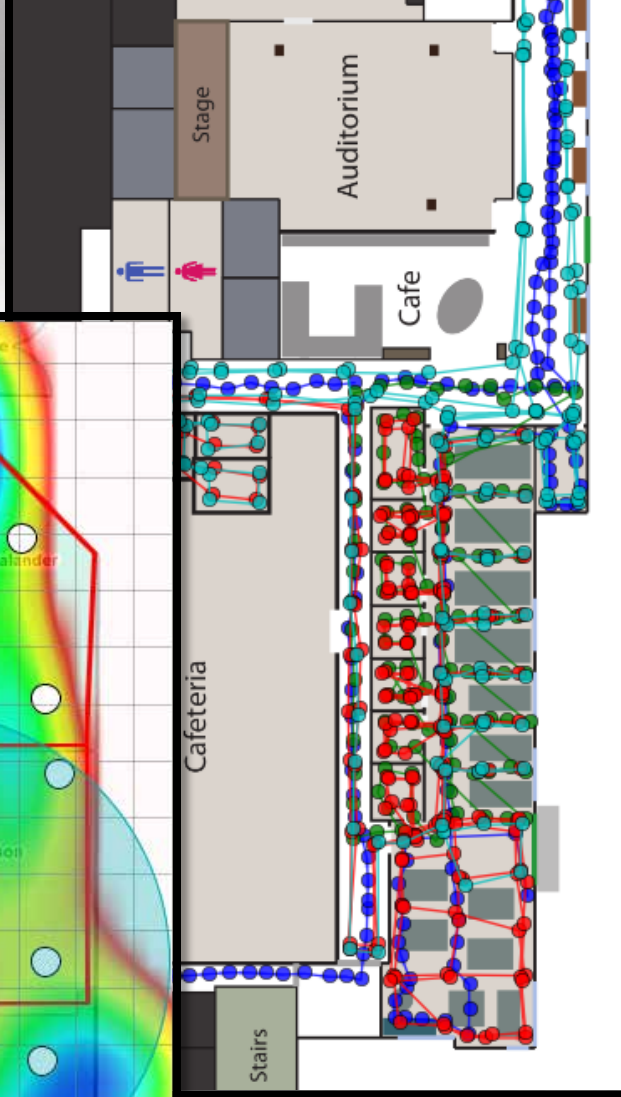
# Emerging Technology

## GISi Indoors - Positioning

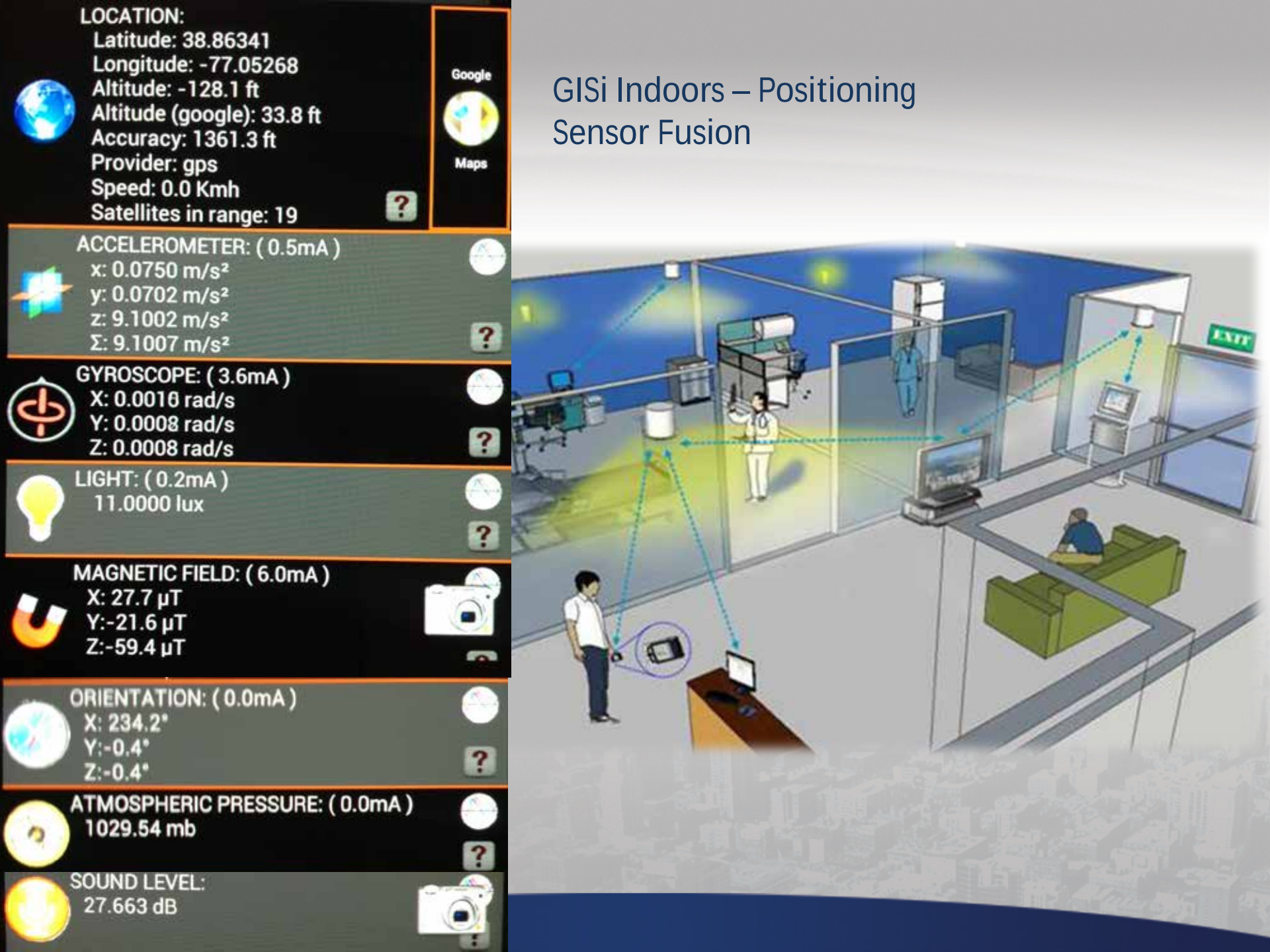
WiFi Trilateration & Fingerprinting



# GISi Indoors – Positioning Sensor Fusion



# Emerging Technology

## GISi Indoors - Positioning

Social Interaction

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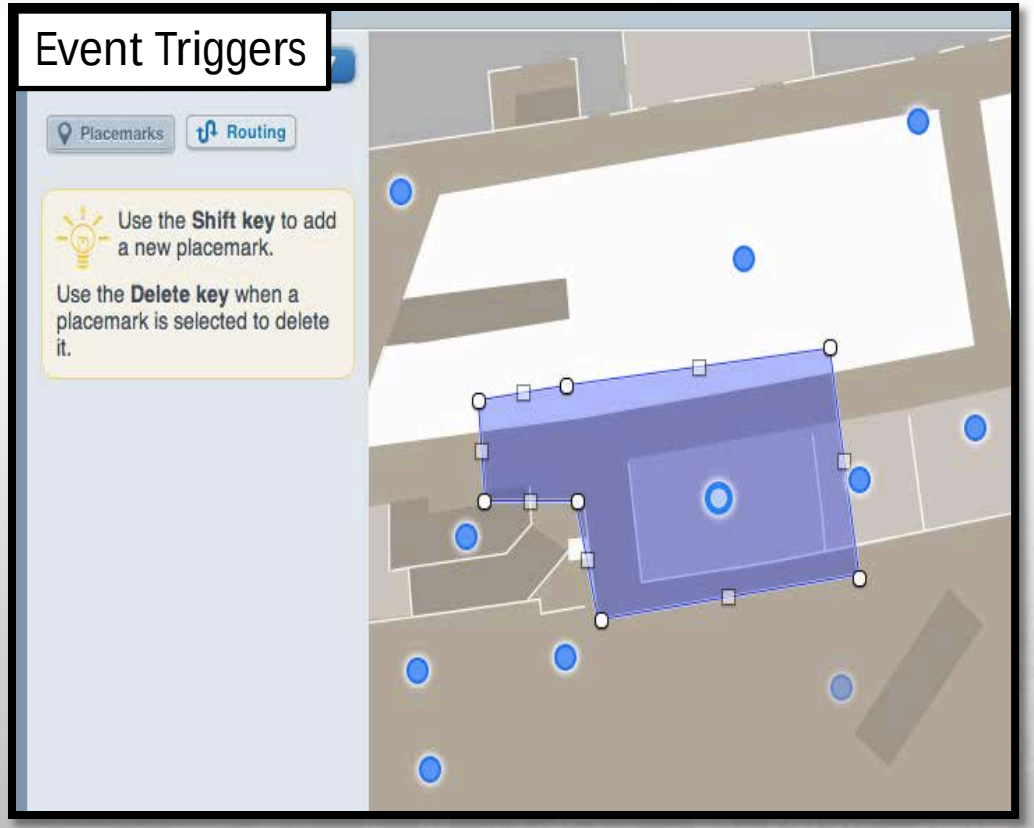
## GISi Indoors - Positioning



Link

# Emerging Technology

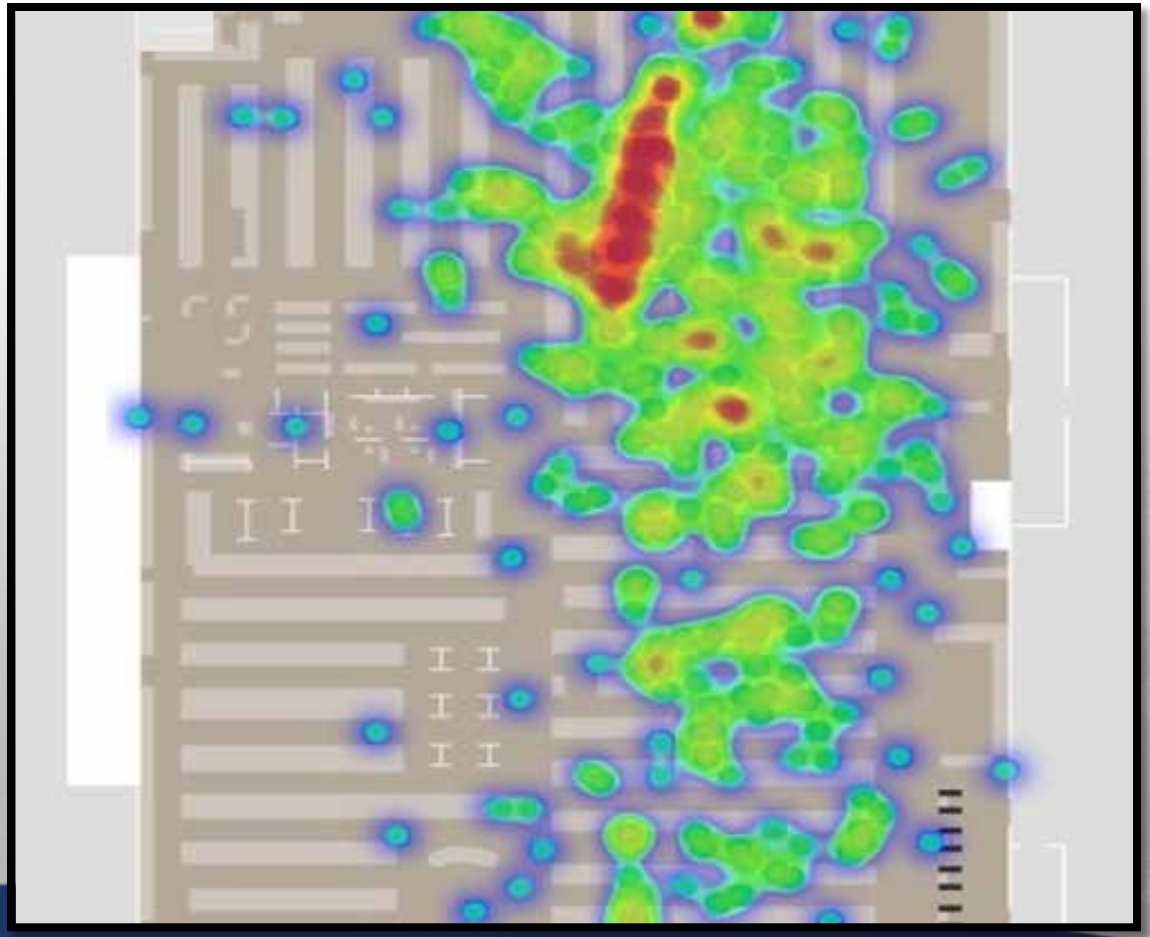
## GISi Indoors - Positioning

Hyper-Local Content Delivery

# Emerging Technology

## GISi Indoors - Analytics

- Monitor traffic outside and measure how well you are able to capture customers.
- Improve window marketing and operation hours
- Retention
- Heat Maps
- Dwell Time
- Benchmarking
- Movement Paths
- Engagement
- Visits
- Trends
- Charts
- Campaign Tracking



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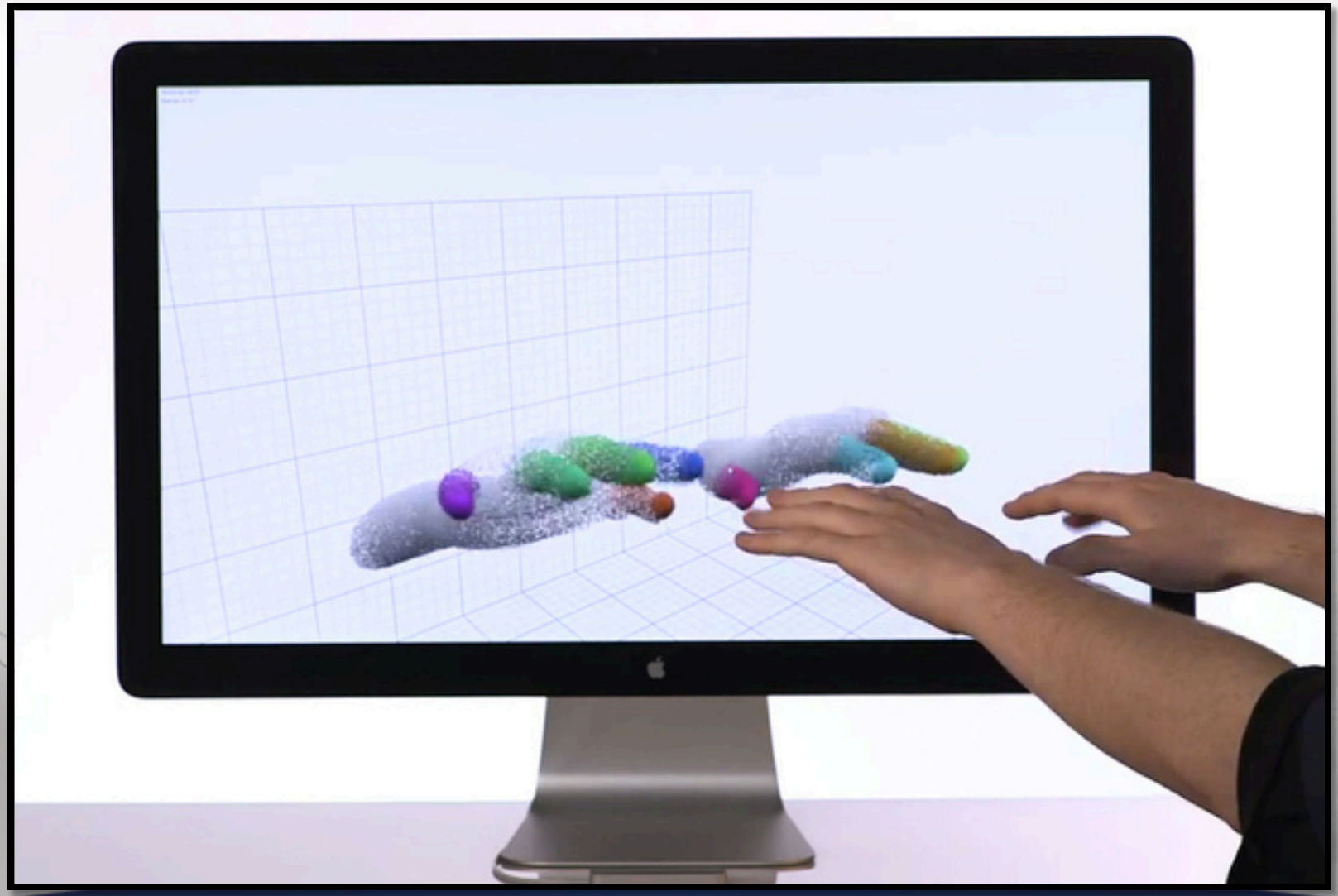
# Emerging Technology

## Gesture Control



Link

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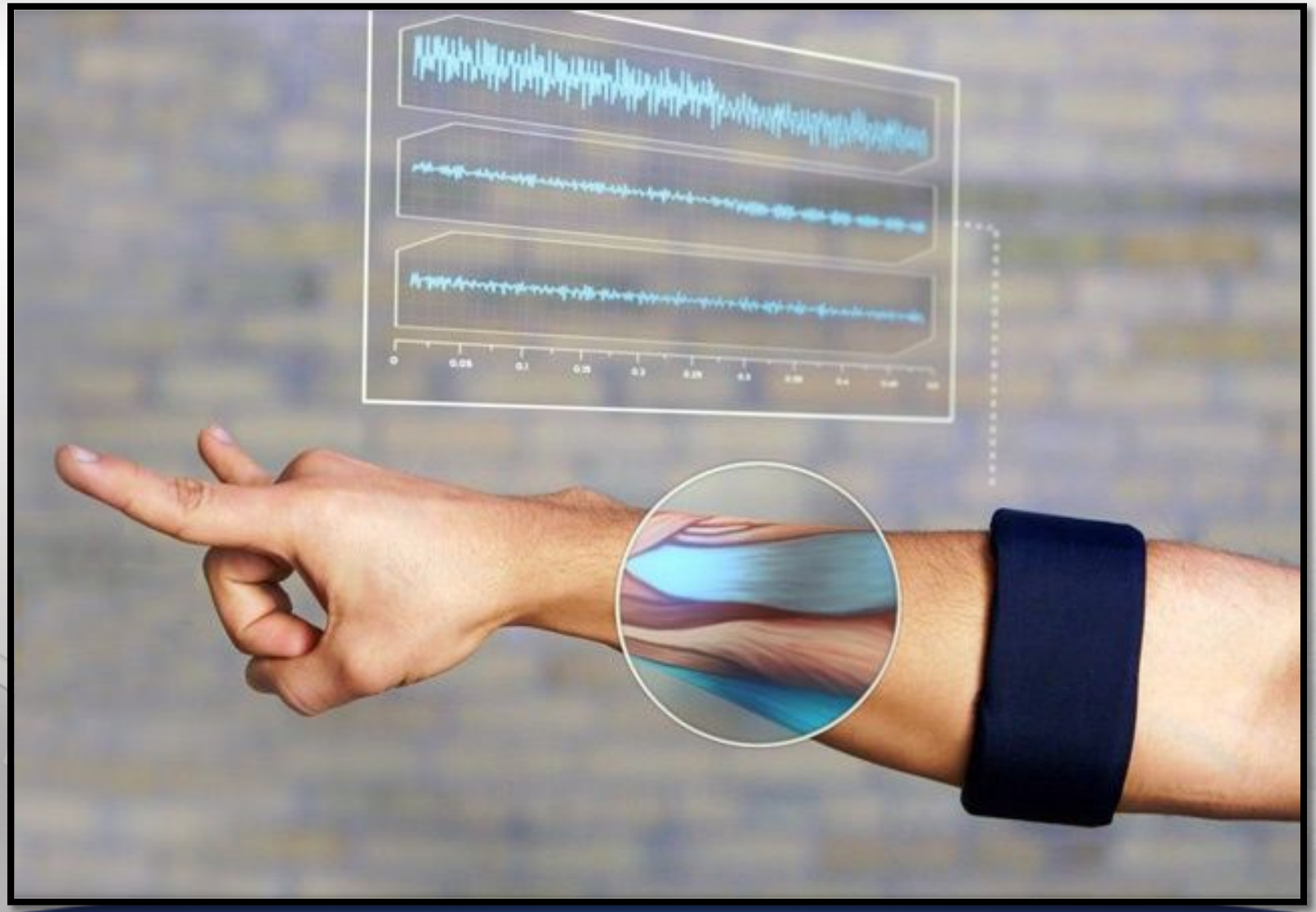
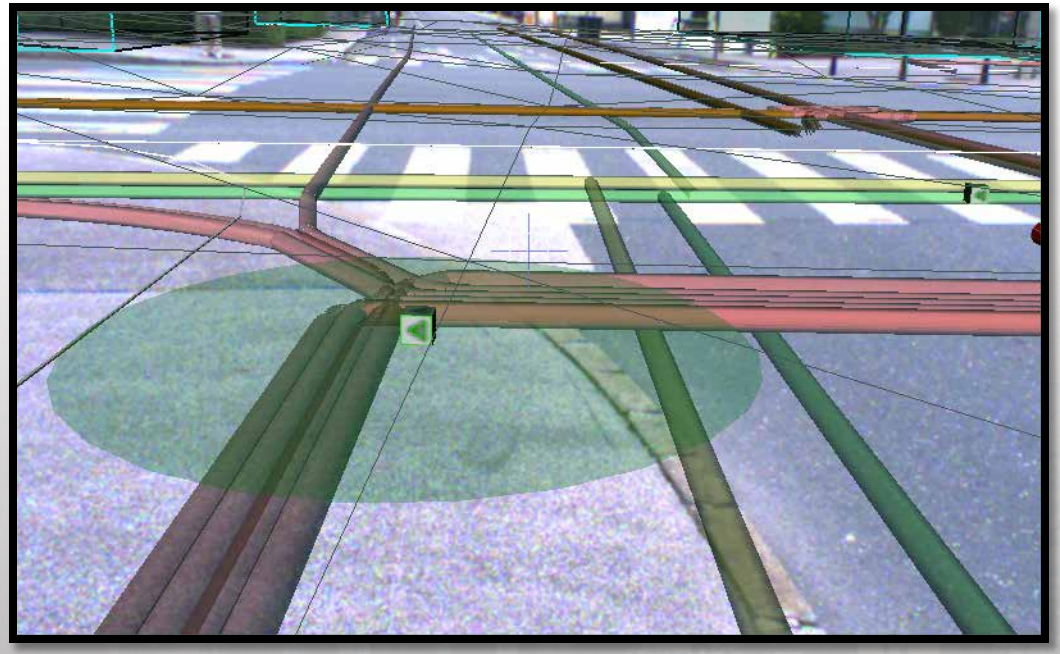


# Emerging Technology

## Augmented Reality



# Emerging Technology

## Augmented Reality

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## GISi Indoors - Mapping

Augmented Reality Indoors

Link

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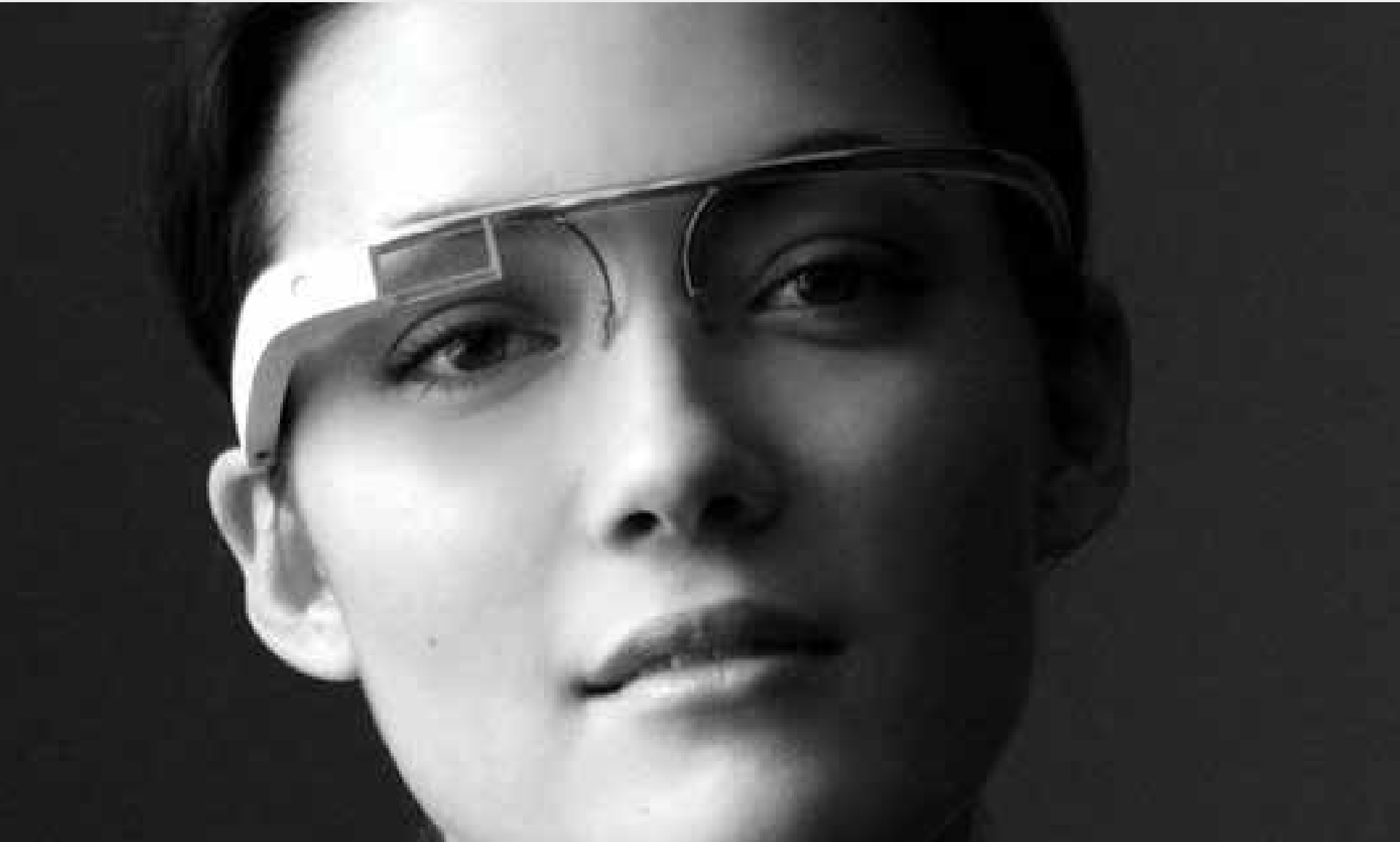
## Augmented Reality



# Social Media Scraping

Thank You!