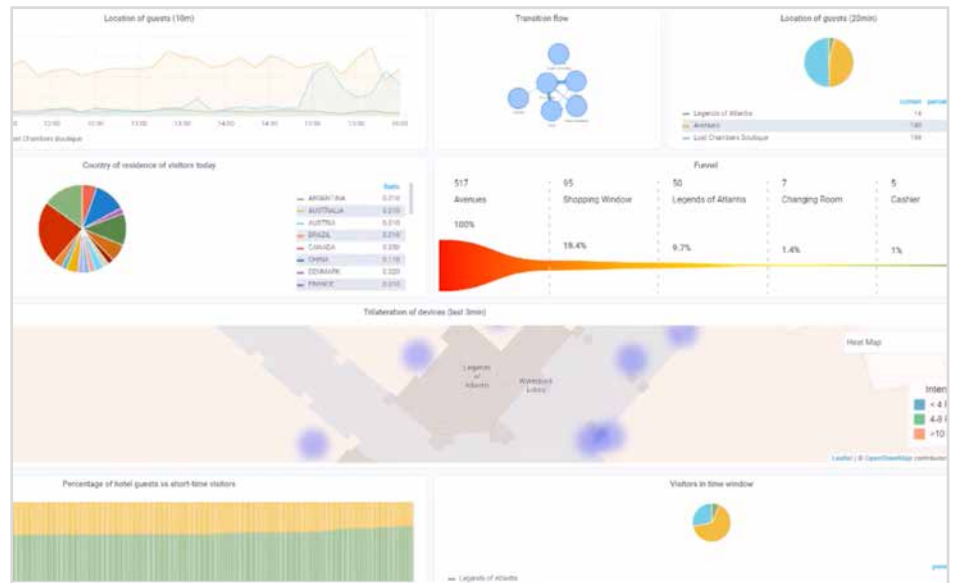Digital Tech
Ariadne Maps

PRODUCT LAUNCH
PARTNERS: Ariadne Maps GmbH (Germany),
TU Munchen (Germany), Nokia Hungary (Hungary)

Get to know your customers

Ariadne Maps provides accurate, passive, privacy compliant, real-time and plug-and-play indoor localization and tracking solution to transport stations, retailers and indoor spaces.

Ariadne Maps is an IT solutions provider for business enterprises. Ariadne has developed a people tracking and analytics solution that leverages location data to optimize almost all the operations of the companies. It offers analytics including how many people are present in real time, where they are exactly located, which products they are viewing, after visiting which products (e.g. pants, shirts) they go to the changing cabinets and much more.

This in the end enables businesses to optimize their layout, staff scheduling, product placement, measure product success, identify the customer journey and many more KPIs.

Competitive Advantages

- No requirements from individuals – no need for network connection or application installation
- Privacy compliant
- Accuracy of up to 1.3 meters
- Plug-and-play easily deployable solution
- Loyalty rate (how often the same people come to the facilities)

Target Markets

- Airports
- Shopping centers
- Retailers (supermarkets, stores, etc.)
- Stadiums
- Railway Operators
- Hotels
- Cities

Status/ Traction

- 21 pilot customers in 2020
- Glasgow Airport
- Deutsche Bahn
- Atlantis The Palm Hotel in Dubai
- Nokia

Road Map

2020
- Accuracy of up to centimeters

2021
- Wider coverage range of each device | Less cost
- Achieve micro-second synchronization
- Extract 5G signals

2022
- Achieve nanosecond synchronization
- TDOA localization

Leveraged Technologies

The activity is aimed at further expanding technology that was developed during a previous EIT Digital Innovation Activity in 2019, to enable smart tracking via packets emitted from smartphones. The technology captures the signals the devices send on different frequencies (GPS, Wi-Fi, GSM, Bluetooth, etc.), triangulates them and uses them to detect people's movements and location. All of this while respecting the privacy of users.

Contact

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