

Skyhook

The Business Challenges to
Indoor Location



Skyhook



General purpose ubiquitous location platform



Current State of Indoor

- Broad location acceptance across mainstream users
- Ultra precision in select venues
- Over-selling
- Venue resistance



Corporate Campus



- Proprietary nature of AP locations and network
- Corporate liability concerns
- Costs to survey

Best Buy





MGM Grand
Garden Arena

MGM

Ka Theatre

Marquee
Ballroom

Parking

Simon Properties

- Locked into a single technology vendor
- Need solution to work across all devices



Business Impediments

- Time and cost of detailed site survey
- Maintenance of data (and hardware)
- No control over data
- Education



Industry Proposal

Goals

1. Put venue owners in control
2. Encourage widespread adoption of indoor technologies by eliminating business concerns



Accuracy not the Focus



Indoor Positioning Standard

- IETF Geographic Location/Privacy Working Group
- Signal survey data format
 - Covers all forms of data collection
 - Manual submission and detailed site survey
 - Flexible for all current and future signal types and reference models
- Data Ownership



I E T F®



Data Ownership

- Digital rights or copyright provisions
- 3 basic levels to data license
 - Time based
 - Cost
 - General purpose or app specific



Property Owners

1. Scan
2. Protect
3. Publish

Best Buy example

- Submits known location of APs
- Places 1yr no-fee license provisions on usage
- Publishes to major location platforms
- After 1yr, data is automatically removed



Syndication Example



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