# Skyhook

#### The Business Challenges to Indoor Location



# Skyhook



Deployed on over a hundred million devices worldwide.

#### General purpose ubiquitous location platform



### **Current State of Indoor**

(SLOV

- 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**



## **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





## **Data Ownership**

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





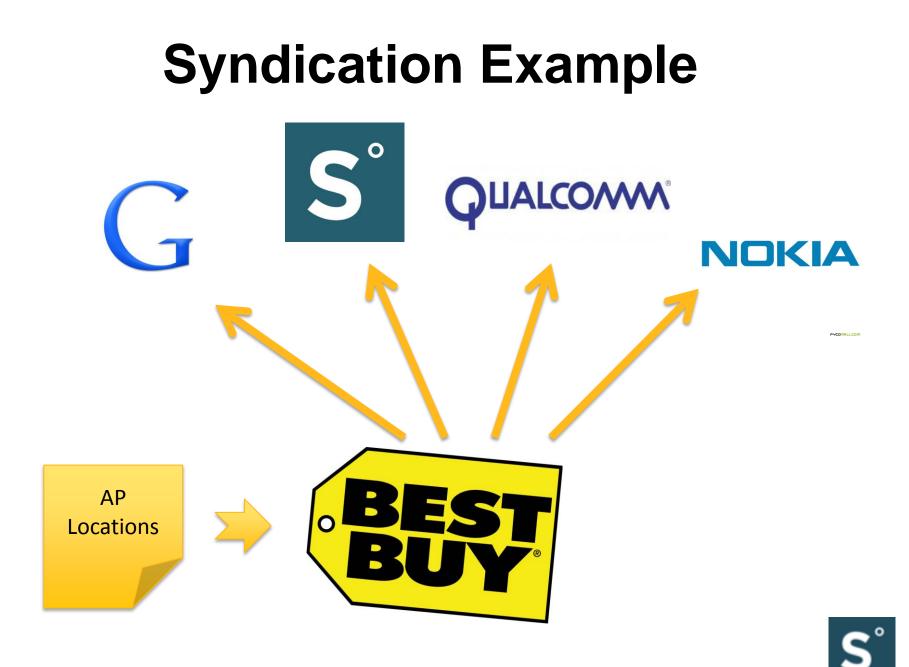
# **Property Owners**

- 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





## Skyhook

