

Sensewhere Indoor positioning System

Sensewhere 室内定位



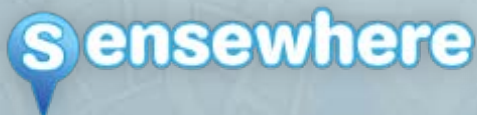
“The indoor GPS”

COMPANY	Headquartered in Edinburgh UK, offices in Cambridge UK and Mountain View CA.
PRODUCTS	Automatic Indoor Positioning System and Database.
MARKET FOCUS	Crowd-Sourced Location Database for Social, Mobile, Retail & Networks.
CUSTOMERS	Device Manufacturer, Network Operator and Silicon Platforms.
MISSION	Command a 4 billion entry Wireless Access Point database to drive LBS revenues anywhere in the world.
ACCURACY	Automatic Crowd Sourcing: <10M Fingerprint: <5M

公司	总部位于英国爱丁堡,并在英国剑桥和美国加州山景城设有办公室,中国办事处位于深圳
产品	自动室内定位系统和数据库。
市场	支持社交, 移动通讯, 零售业和网络的众包定位数据库。
客户	设备制造商, 网络运营商和硅平台。
使命	利用一个拥有四十亿个无线接入点数据库来打造可以为世界上任何一个室内场景提供地理位置信息的服务。
精度	自动众包: <10米 指纹: <5米

The Global Indoor Location Database

- sensewhere is in the process of generating by means of “automatic crowd-sourcing” a global indoor RF location database with world-wide coverage enabling highly accurate location services deep indoors in an extremely short period of time by means of sensewhere’s proprietary technology

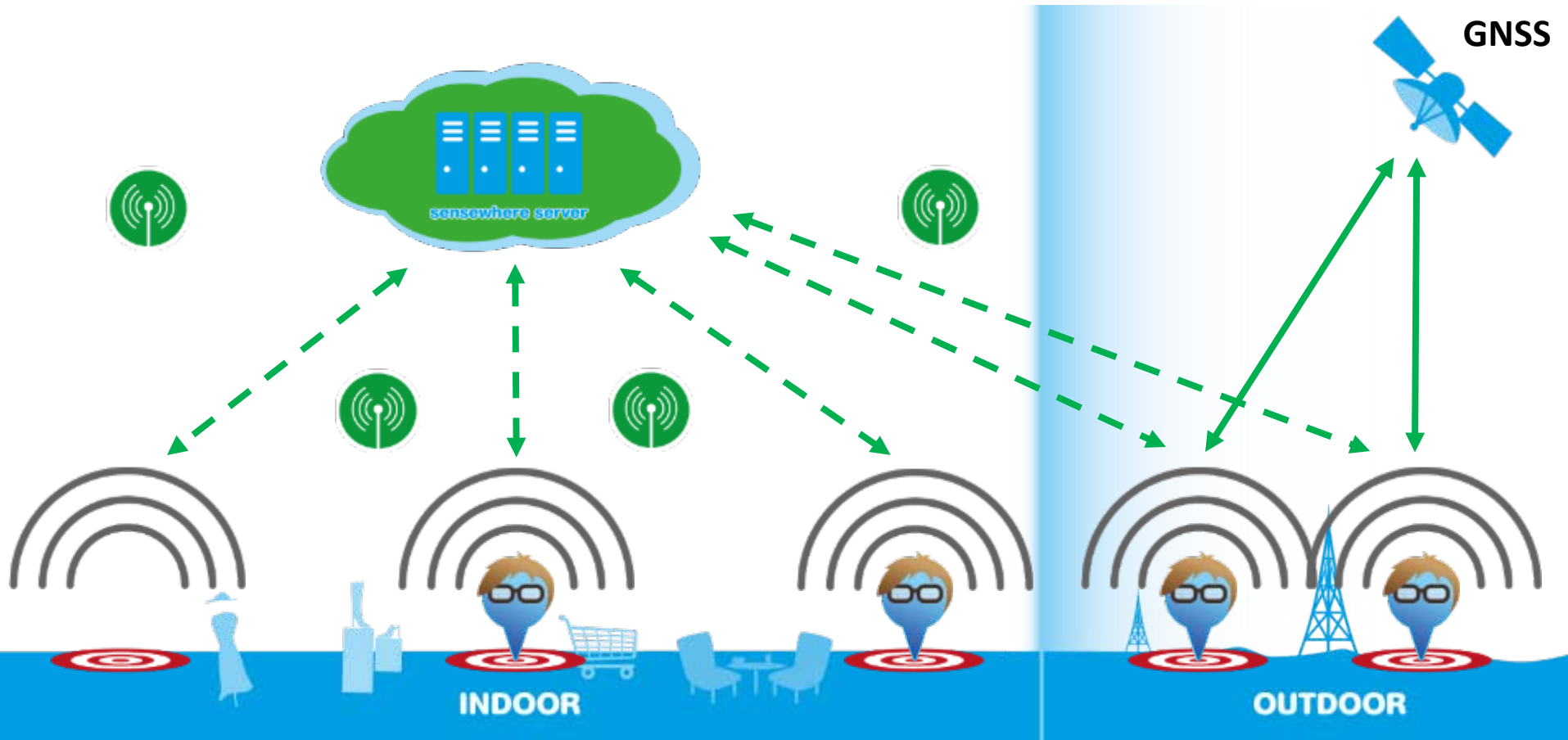


全球室内定位数据库

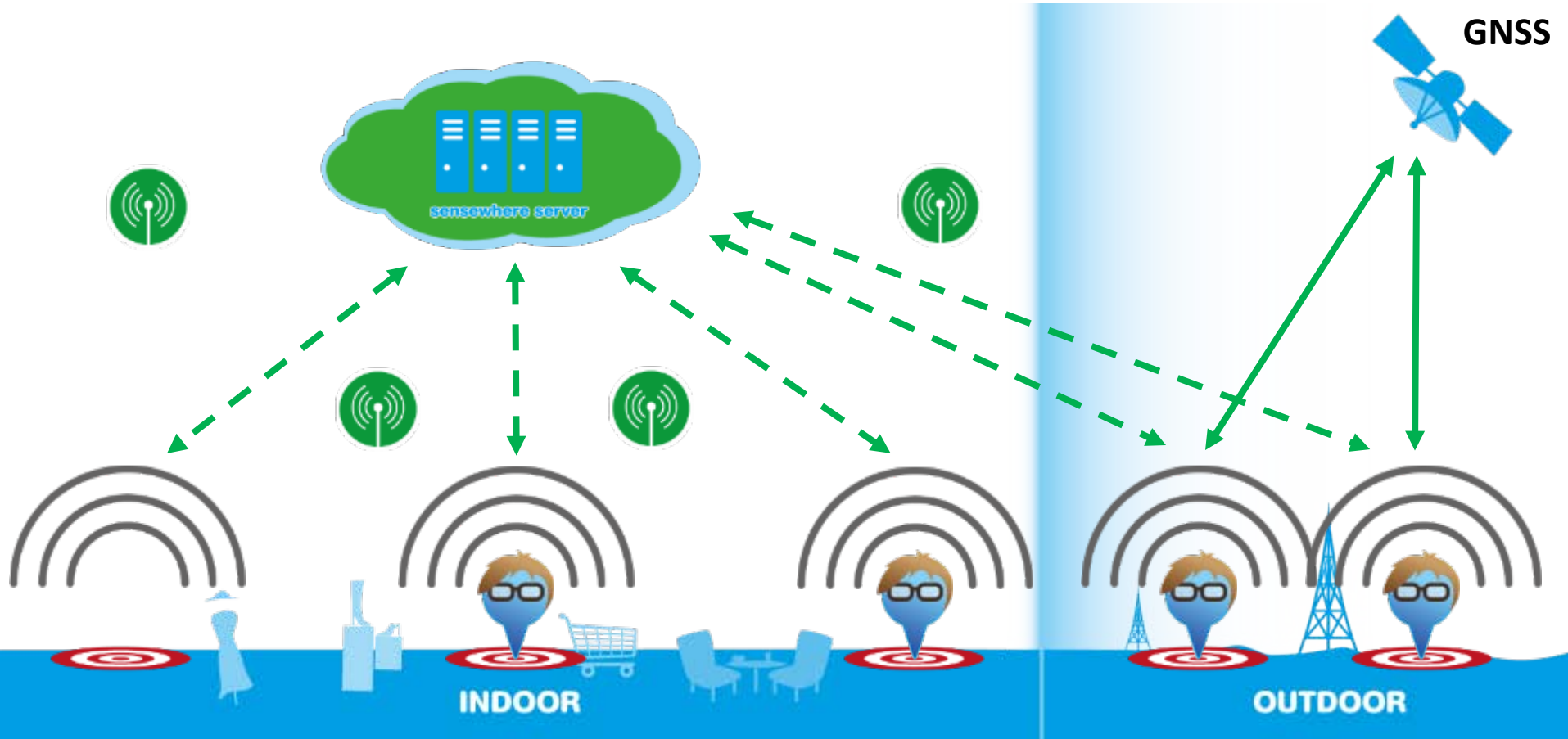
- 目前，**sensewhere**正通过“自动众包”的方法以及基于**sensewhere**专有技术的多种方法，在极短的时间内来建立一个全球室内射频定位数据库，并实现世界范围内的高精度室内定位服务覆盖。



Automatic Crowd Sourcing



自动众包



Hybrid Positioning



混合定位



Technology: Dynamic RF Mapping



Map existing indoor WAP dynamically

No additional hardware installed

技术：动态射频映射



地图动态存在于室内无线接入点
不需要安装额外的硬件

How sensewhere does it

- sensewhere uses multiple technologies to location reference unknown RF signal sources deep in buildings.
- sensewhere, running on the users own device, adds this location reference information for each signal source to the database.
- The database delivers position information in near real-time.
- The system dynamically updates, refining existing or adding new entries to the database.



sensewhere是怎么做的

- sensewhere使用多种技术来定位室内未知的射频信号源参考点。
- Sensewhere客户端软件将每个信号源的参考点信息上传数据库。
- 数据库提供近实时的位置信息。
- 该系统在不断的自我动态更新：
 - 提高现有定位精度
 - 添加新的定位数据



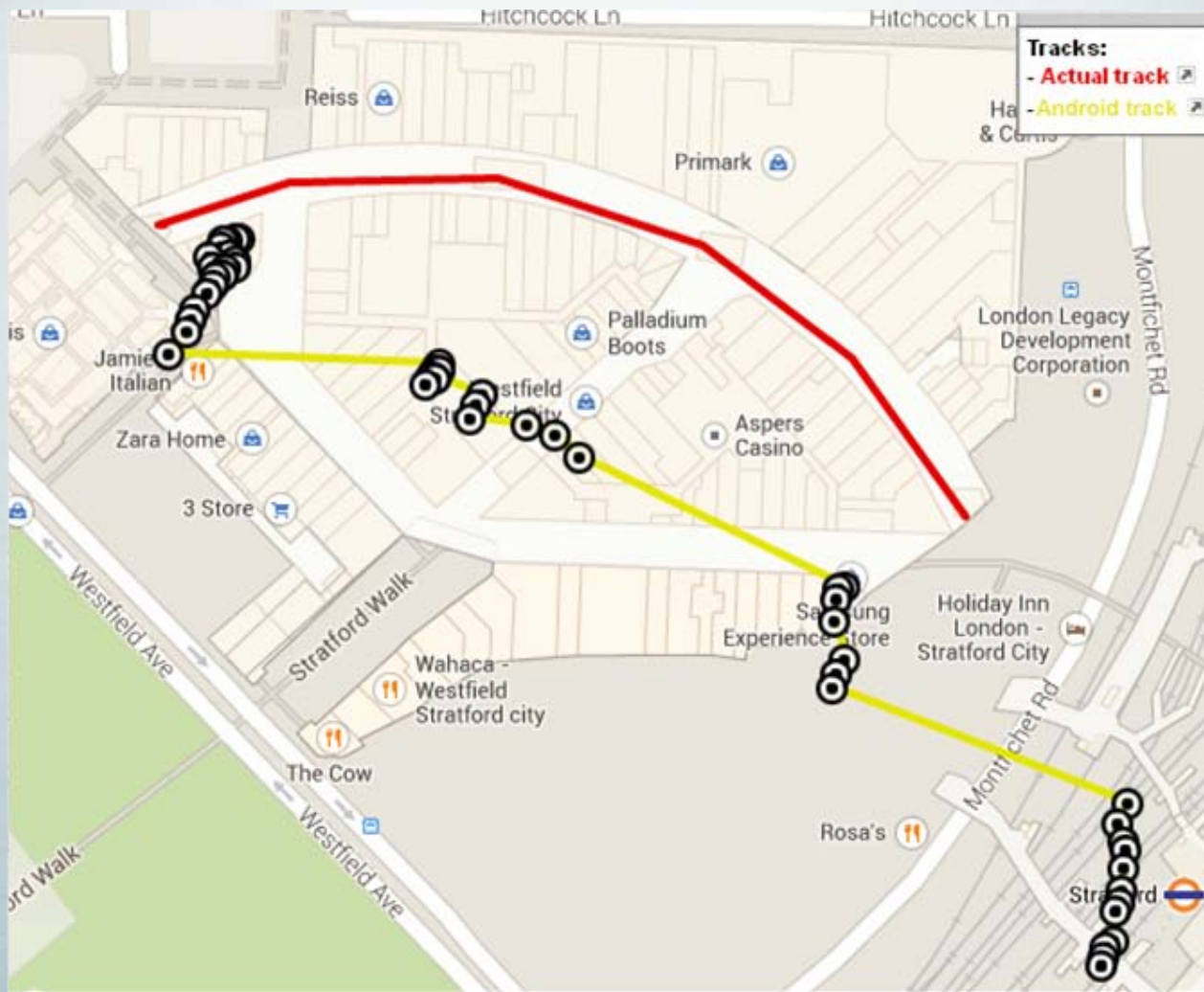
Accuracy Comparison at Five London Malls

<u>Mall</u>	<u>Accuracy (m)</u>	
	senswehere	Android
Brent Cross	6.25	41.74
Westfield Stratford	7.77	135.18
Westfield London	11.05	34.00
Lakeside Thurrock	9.54	52.15
Bluewater	10.85	57.54
<i>Average</i>	<u>9.09</u>	<u>64.12</u>

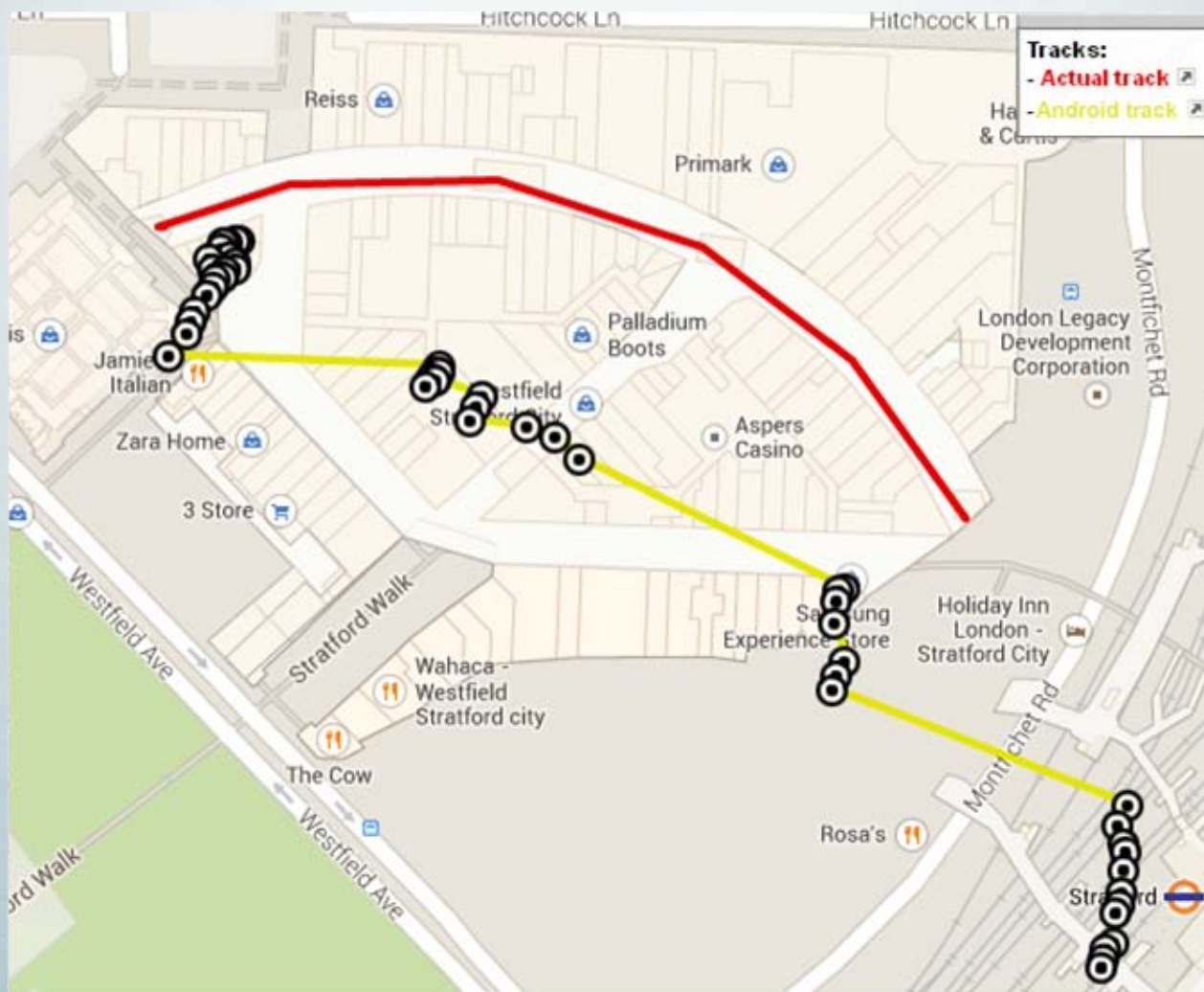
在伦敦五所商场的精度对比

商场	定位精度（米）	
	Sensewhere产品	Android同类产品
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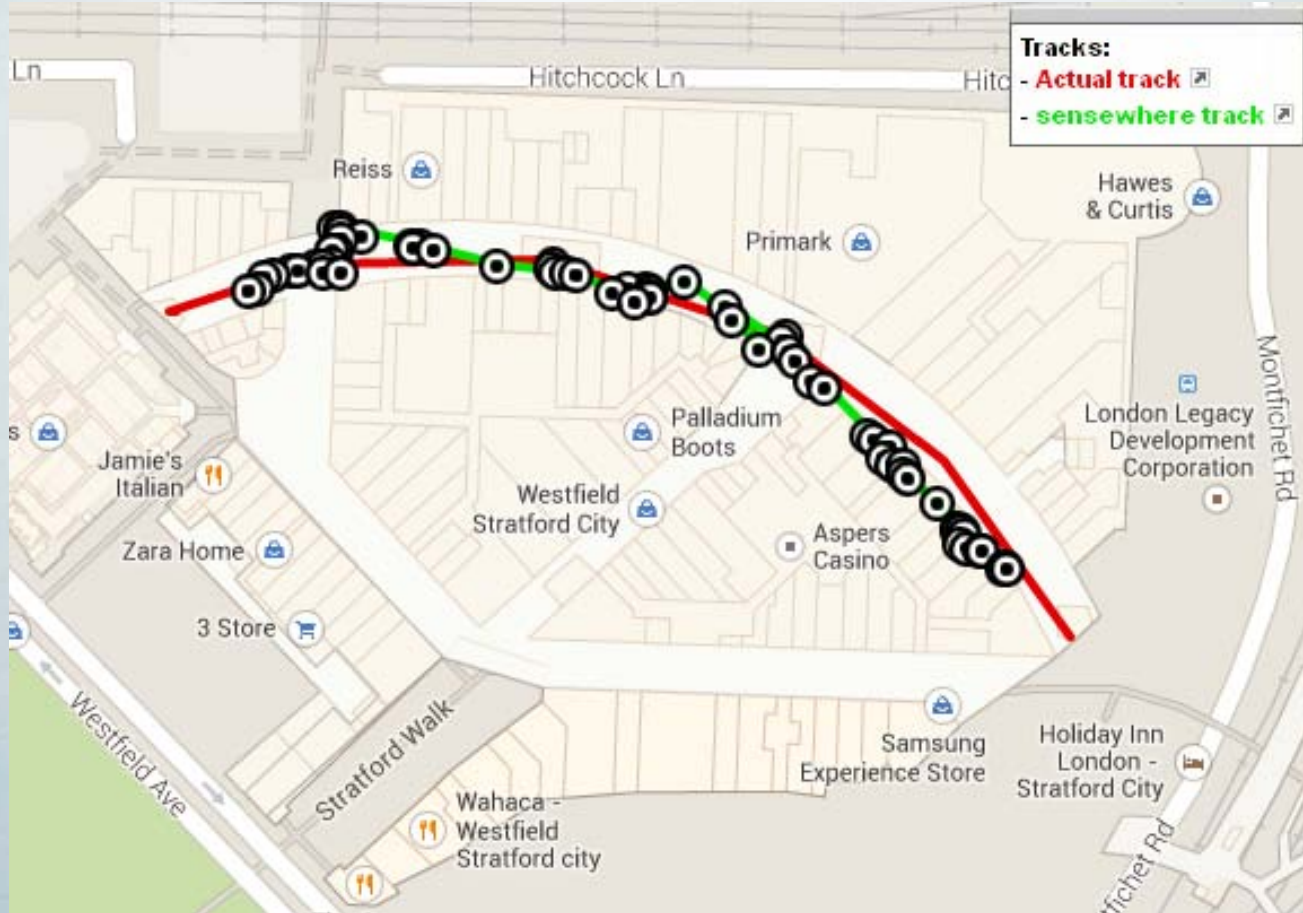
Android Track – Westfield Stratford



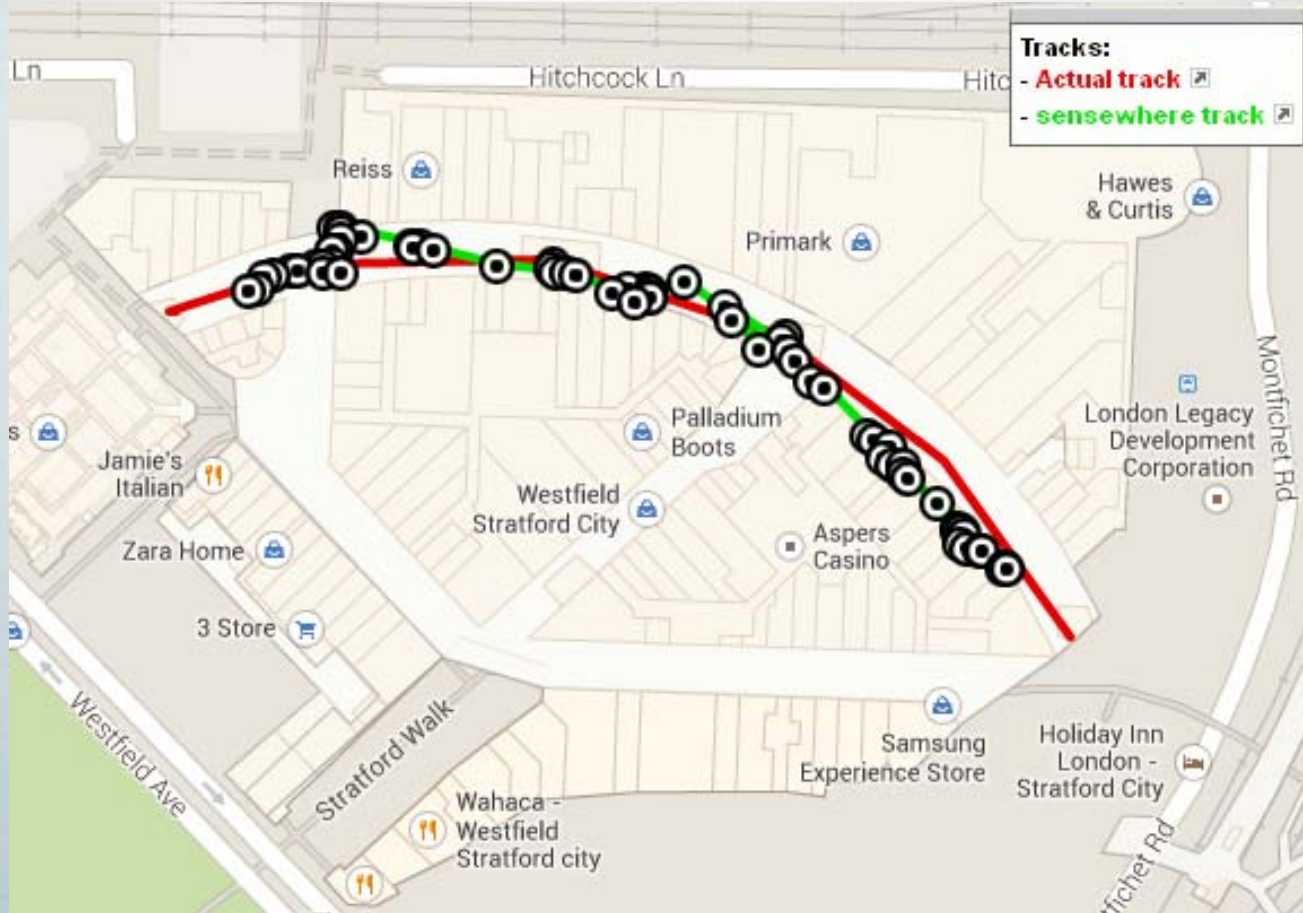
Android同类产品的路线追踪- Westfield Stratford



sensewhere Track – Westfield Stratford



sensewhere产品的路线追踪- Westfield Stratford



sensewhere relationship with Tencent

- Tencent Holdings Limited a leading provider of Internet services in China, completed a strategic investment in the company.
- Tencent has also secured a license to use sensewhere indoor positioning software as part of its Tencent Map Location SDK that is available to numerous users across Tencent mobile platforms and mobile services of Tencent affiliate companies.
- The investment will help sensewhere develop potential partnerships in China's mobile Internet space, deliver its mobile advertising service, fuel expansion of the company and its indoor location solutions.
- As part of the arrangements, sensewhere will be Tencent's preferred vendor for location based advertising services in China.

Sensewhere和腾讯

- **Sensewhere**得到腾讯公司的一项战略投资
- 腾讯获得了**Sensewhere**室内定位软件使用于腾讯地图定位**SDK**的许可。可用于腾讯及腾讯附属公司的移动平台和移动服务
- 这项投资将帮助**Sensewhere**开发在中国互联网领域内的潜在合作伙伴，促进公司在国内的发展
- 作为协议的一部分，**Sensewhere**将成为腾讯在中国基于位置的广告服务的首选供应商

Thank you!

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谢谢！

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