PHILIPS

Indoor positioning

Partner solution brief
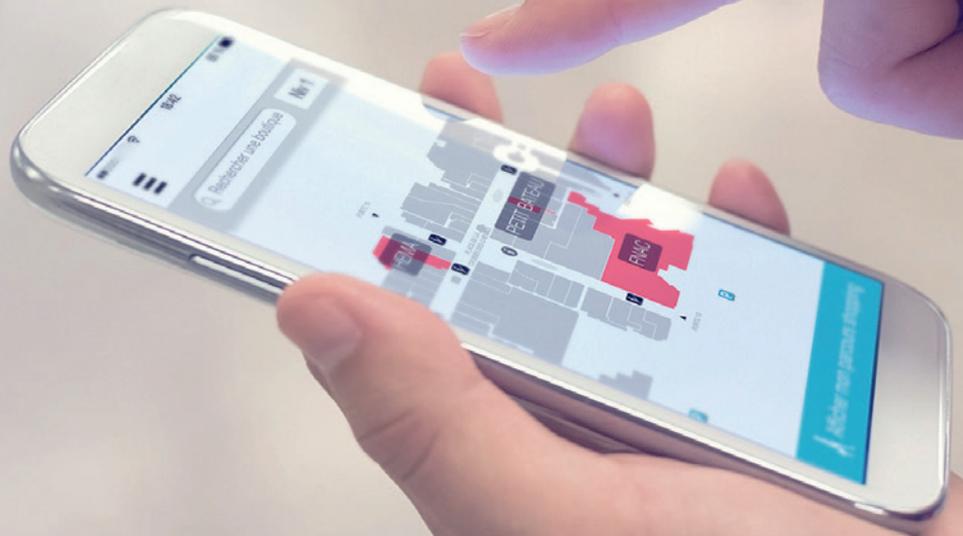
Setting the path to a smarter journey

A top-notch 3D digital mapping solution for shoppers' orientation

The challenge

Online shopping is becoming more popular, however 56% of shoppers appreciate to see and try the product before buying it, and 58% wish to benefit from in-store location-based services.

According to recent studies, purchasing intention decreases for several reasons: waiting in line (29%), the inability of a sales assistant to deliver accurate information (23%) or out-of-stock products (22%). Providing shoppers with hyper accurate indoor location service will strengthen their attachment and faith in physical stores.

The solution

Adactive and Philips Lighting have combined their technologies to offer a top-notch solution for indoor positioning, product search and marketing push. The combined solution enables shoppers to easily find a store in a mall or a product in a store, by using 2D or 3D digital maps and wayfinding solutions in a loyalty app and digital kiosks. When a shopper reaches the product, she can find more information about the product in the app, and make a good informed purchasing decision. By integrating Philips Lighting LED-based indoor positioning technology with Adactive's engaging location-based services, wayfinding reaches a new level of customer experience. The Adactive SDK can handle the hyper accurate positioning information delivered by Philips Lighting SDK and allows shoppers to locate their position with 30 cm precision.

adactive
INTERACTIVE MAKES SENSE

Adactive and Philips Lighting offer best-in-class location based services

About Adactive

Adactive, a leader in wayfinding and digital map management, provides engaging location-based experiences for large venues (e.g. malls), leveraging the best of information and guidance technologies. The Adactive software suite Adsum provides end-to-end indoor guidance and information services that includes:

· customisable 2D/3D digital maps
· mobile navigation and guidance
· indoor positioning and geofencing

Adsum software can support any touch-display, and offer omni-channel indoor navigation on interactive kiosks, tablets and smartphones. Thanks to its map management and administration platform, taking control of data and content becomes easy. In order to deliver and install the interactive kiosks, Adactive has partnerships with a range of worldwide suppliers.

Philips and Adactive together offer:

· Precise indoor positioning
· 2D/3D mapping
· Point of interest location
· Personalized path through several identified locations
· Map and indoor location can be used offline
· Targeted marketing messages
· Analytics and heat maps

Vendor profile

Adactive France, Clichy, France
Adactive Asia, Singapore

Installed base in
More than 140 projects in 13 countries
(North America, Europe, Asia, Oceania)

Reference customers:
· Klepierre: 90 shopping malls
· Unibail Rodamco: 22 shopping malls
· Singapore: Jurong Point, Far East Plaza, KPMG, Tampines1, SMU (Singapore Management University)

Benefits:
· Increase customer retention, through easy wayfinding in app and kiosk
· Create operational efficiency by managing all maps solutions in one place
· Prevent lost sales
· Improve conversion rates
· Increase in-store engagement
· Increase basket size

Industry acknowledgement:
· Gold POPAI Award 2013 in Digital Wall category for Groupe Casino
· Bronze POPAI Award 2013 in Interactive Catalogue category for Monaco Telecom

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