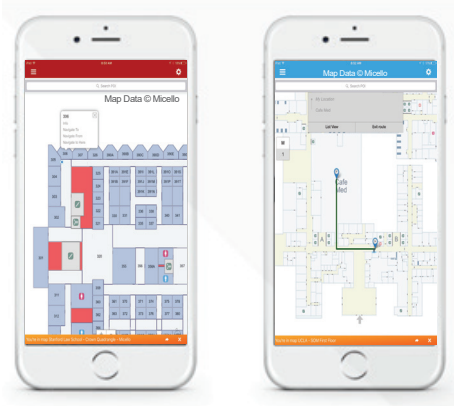




# Mapping the Future of Indoor Location Services

Companies that can take advantage of indoor location have a leg up on the competition. They can elevate the mobile experience, resulting in improved service, better user satisfaction, streamlined operations, and more.

Mist partnered with Micello to facilitate the deployment of indoor location services. More specifically, Micello's map software works seamlessly with Mist's wireless platform to deliver high accuracy, low latency indoor wayfinding and virtual beacon proximity services.



## Micello & Indoor Maps

Micello is a worldwide leader providing indoor maps and navigation data. In the last few years, Micello has generated indoor maps for over 25,000 venues around the world. Micello is headquartered in Santa Clara, California with operating offices in Ahmedabad, India and Tokyo, Japan. For Mist Systems and our mutual customers, the steps to integrate with Micello include:

- Uploading your building's floor plan (CAD or PDF file) for processing
- Importing the map into Mist Systems to build on their wireless platform
- Integrating the Mist location technology with the Micello Maps SDK to show real-time indoor positioning

To learn more about Micello and its indoor maps, please visit: <https://www.micello.com>.

## Mist Location Services

The Mist wireless platform was designed from the ground-up to handle the unique wireless needs of the smart device era. It combines cloud intelligence with on premise Access Points to simplify wireless operations and deliver high value location services via Wi-Fi and Bluetooth Low energy (BLE). Unique advantages of the Mist BLE solution include:

**High accuracy location-** Mist offers the best location accuracy with 1-3 meter accuracy and sub-second latency in most environments. Machine learning eliminates the need for BLE site surveys and provides the best user experience.

**Virtual beacons-** With Mist's patented vBLE technology, you can deploy an unlimited amount of virtual beacons for proximity messaging with the simple click of a mouse. There is no need to purchase, deploy and manage separate physical beacons with batteries, eliminating headaches and up to 90% of BLE hardware costs.

**Open APIs for easy integration-** Mist offers a mobile SDK for iOS and Android with three types of APIs for seamless integration with complementary products, such as the Connixiant Medinav mobile application.

Both mist and Connixiant provide location based analytics that let you track a variety of stats, including visits, dwell times, transit times, and more.

