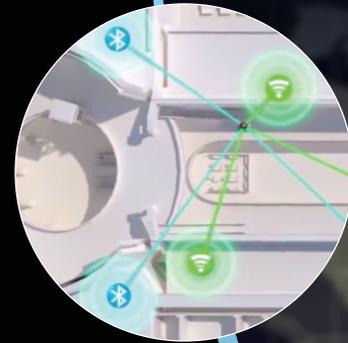


# sensewhere:

World's Leading  
Indoor Location  
Provider



**Rob Palfreyman**  
Founder & CEO

“Our innovative and patented technology uses a hybrid approach to deliver a location fix using the database which significantly improves the coverage and accuracy of location services in urban and indoor areas”

**L**ocation context has undoubtedly become important in the way we communicate, navigate and access services – allowing businesses to connect with customers – and we can all find exactly what we want, wherever we are, in an instant.

GPS and other global navigation satellite systems (GNSS) including Galileo, GLONASS, and BeiDou, have been deployed to provide location information for vehicles and mobile devices around the world. However, in order to work accurately, line-of-sight visibility to a sufficient number of satellites is required. Indoor environments such as shopping malls, airports, hospitals and stadiums – or even built-up urban areas – are GNSS black spots.

That's where **sensewhere** comes in. Described as “*indoor GPS*,” sensewhere offers users location intelligence deep inside buildings through an automatic crowdsourcing technique, where available radio frequency signals are measured and mapped and the resultant database delivering accurate position by way of trilateration. Its indoor location technology, underpinned by an extensive patent portfolio, enables automatic positioning via a mobile device with no manual survey or additional infrastructure installation required, in areas where GPS satellite signals are weak or blocked such as indoors or in dense urban areas. This essentially means sensewhere's software acts as a global indoor positioning layer to any partnering mobile application which works to continuously build and update a vast database of location referenced beacons, in return providing them with instant location data. sensewhere processes over one billion requests for location daily.

Towards the end of 2015, sensewhere granted a license to China's Internet giant, Tencent, starting a successful commercial journey into hundreds of millions of mobile devices offering positioning information and opening a whole new opportunity in the mobile marketing sphere.

#### Helping Marketers Execute Effective Ad Campaigns

sensewhere's core location-enabled product, *adwhere* delivers mobile ads and

drives attribution data in indoor areas, the system is also able to detect which venues or individual shops are visited. Geofences are automatically created and used to detect when a mobile device enters and dwells in a retail location, indicating whether the user responded to an ad and made a visit. Such visit confirmation data helps marketers to gauge response and execute more effective ad campaigns. In a typical retail mall, the visit confirmation accuracy rate exceeds 95% providing reliable results for mobile attribution and determining the effectiveness of mobile campaigns.

Other benefits of sensewhere products include context detection and ability to develop more accurate personas for location-based targeting and insights for shopping behaviors through footfall and traffic analytics.

The technology also offers fraud detection by cross referring GPS location with sensewhere independent location database and flagging potential cases of GPS fraud in ride sharing, gaming, and other mobile apps. Amongst other things there is the capability for social networking, mapping, search, directions and so on. Adwhere also provides another level of security for mobile payments; its Geo-Auth feature is able to build point of sale location profiles in retail stores and, by using sensewhere location database, is able to identify potential fraudulent payments being made.

#### Leading the Firm with Sheer Passion and Vision for the Future

**Co-Founder and CEO, Rob Palfreyman** has dedicated himself fully to piloting the company through leadership, securing investment, building partnerships, and ultimate deployments around the world since its early conception in 2009. He has shown the appreciation for the importance and the demand for location intelligence and has always believed in the future of location-based advertising. As is now evident, the industry revenue growth cultivates a lot of interest and encourages more businesses to invest.

Rob originally founded sensewhere with Tughrul Arslan and Zankar Sevak, and has provided the commercial direction for the company's technology since the beginning.

sensewhere was nurtured into the company it is now through sheer passion and strong visions of the future. Today sensewhere consists of a team of over 30 people spread out across our UK, USA and China offices, all part of the throbbing heart of the system, its complex algorithms and business development know-how.

Rob's 25+ years' of experience in the wireless, components and location markets added greatly to the foundations on which sensewhere was built on. Having successfully secured many rounds of both public and private investments and launching sensewhere's patented indoor positioning solution to the market back in 2010, he won the company new customers around the world.

#### Simplifying the Task of Deployment of Indoor Positioning

Simplifying the task of deployment of indoor positioning as a solution across the world, where no beacons, manual surveying or fingerprinting is required, sensewhere sees the software deployed globally as the de-facto solution, improving customer satisfaction and retention. With successful deployments to date, sensewhere continues to channel and adapt the expertise and resources to exploit its competitive advantage. Collaborations with many top cats in the location industry such as Tencent and Micello accelerate the learning and designing of the disruptive models.

#### Future Prospect

Location intelligence will improve the creation of highly contextualized ads built on real-world observations. sensewhere's biggest goal is to connect the world in a way that is relevant, advantageous, clever and seamless to the consumer. This is enabled with location at the tip of a finger. Rob believes it is by driving technology development and working to provide innovative but practical solutions that sensewhere can surpass its challenges going forward. [E](#)