

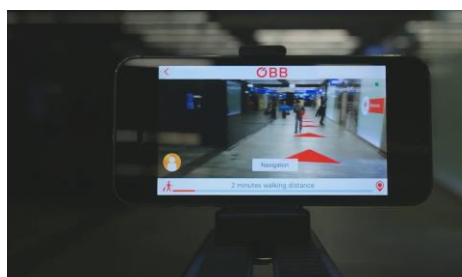
PRODUCTNAME – INS INSIDER NAVIGATION

COMPANY	FOUNDING DATE
INS Insider Navigation Systems GmbH	01.04.2014
SECTOR	RAISED CAPITAL
ICT	€ 2,300,000 --
CEO	WEBSITE
Clemens Kirner	www.insidernavigation.com



PRODUCT DESCRIPTION

PRODUCT/SERVICE



INS is the first company that offers indoor navigation without the use of additional hardware. Our hardware independent Augmented Reality indoor navigation enables precise 3D positioning, intuitive navigation and displaying the right 2D or 3D content at the right spot. We have developed a process and an easy-to-implement Software Development Kit (SDK) to make any venue recognizable for any device with a camera. The easy set-up requires no electronic hardware (no beacons,...), while the backend comes with a rest API so customers' data can be saved on premise or on our INS cloud. The SDK runs on any Operating System (iOS, Android, Windows, Linux). With our AR indoor navigation any venue/site becomes interactive!

PAIN POINT & SOLUTION

Increased complexity and size of indoor venues call for easy and intuitive navigation. Buildings are serving more different user groups, so we made sure that personalised routes and contents could be placed in our backend. In an industrial context, our technology helps make production processes more efficient. Another challenge is that GPS is not working in buildings and GPS alternatives like beacons are inaccurate, hardware dependent & expensive. Our technology does not need GPS to work, instead it relies on optical recognition of the building.

ADVANTAGES OVER OTHER PRODUCTS

INS is the only company that delivers a hardware independent and Augmented Reality based indoor navigation solution for all operating

FACT SHEET

TEAM & PEOPLE

Number of employees: 15

- **Founders:** Clemens Kirner, Florian Reiterer
- **CEO:** Clemens Kirner
- **COO:** Gregor Klösch

ACHIEVEMENTS & MILESTONES

- Live with first version since 2018
- 15 paid demonstrations
- Awards and nominations in Austria and US

BENCHMARKS & PLANNED USE OF CAPITAL

- partner acquisition
- growing business by focusing on Asia, Europe and the US
- media presence