

Indoor Location and Navigation Services for Mobile Devices



Bernd Gruber - CEO

About indoo.rs

It didn't take long since it was founded in 2010 for "indoo.rs" to become the indoor positioning and navigation technology leader. We believe that indoor positioning (In-Location) is the next evolutionary milestone for the positioning and navigation industry. For this reason, we work day to day to "make indoor location-based services available on every device".

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Gruber, what is the concept behind indoo.rs?

Mr. Gruber: We provide indoor navigation and localization on mobile devices, which includes mobile phones. The problem is that GPS (Global Positioning System) does not work inside of buildings, so what we do is provide an accurate indoor positioning system, which works indoors without relying on GPS.

CEOCFO: How are you able to provide positioning inside of buildings? What is the technology behind it?

Mr. Gruber: There are various sources of information that we can use to determine the position of a mobile device within a building. We use the WiFi information, the Bluetooth going into your IP information, as well as inertial sensors within the phone, such as the compass, the gyroscope and the magnetometer.

CEOCFO: What sets indoo.rs apart from other companies providing a similar technology? What do you understand and provide that others do not?

Mr. Gruber: We have been working in this field now for more than five years, developing our own software and tools. What sets us apart is that we do not only provide the position within a building, we built a whole system around it. Not only the blue dot within the building- we provide additional features such as indoor routing, white label applications and analytics of how people walk within the building. We also have a solution department that not only uses technology, but also provides end customer solutions. Therefore, we are not only a technology provider, but also a solutions provider.

CEOCFO: Would you give us an example of how you would work with an organization to create a custom solution for their facility?

Mr. Gruber: For example, San Francisco Airport, where they wanted to have indoor navigation for visually impaired people. What we did was partner with a great company called Lighthouse for the Blind. They are experts in their field and they are blind as well, so they could give us insights on how visually impaired people use smartphones. Together with them, we built a unique application for the San Francisco Airport, where blind people can now navigate through the whole terminal, just using their smartphone.

CEOCFO: Do you foresee other airports adding your technology and application for the visually impaired or is that just a one off?

Mr. Gruber: We do see a huge market for that, because there are many people who would find this solution useful. Besides airports, there is the whole public sector that includes big conference halls and big government buildings, where this technology would be very useful too.

CEOCFO: Are most public sector facilities aware of this technology or is it not currently on people's radar screens?

Mr. Gruber: I do not think that it is on most radar screens. It is still a brand new, unique technology and approach, so I do not think many people know about it. That is why we have to do some marketing to make people aware that it is now available in the field and that people can use it. However, as a small company, we do not have that much of a market force to bring it out there. Therefore, what we are doing is partner with various companies to get our technology out there and have it used by as many people as possible.

CEOCFO: *What is your geographic reach today?*

Mr. Gruber: Our headquarters are in Europe, in Austria. We do have a good footprint in Europe, as well as in North America. Therefore, we are focusing on those two markets, but we do have customers in the Asian and Australian markets as well.

CEOCFO: *When you start to work with a customer, what is the implementation process?*

Mr. Gruber: We have a very straightforward process. We simply need to understand their needs and how they are going to support us. We just install our equipment and devices and calibrate everything. Then we test some development cycles together with them to provide them with some insight so that they can influence what the project looks like.

CEOCFO: *Do people find it hard to grasp the concept?*

Mr. Gruber: Sometimes yes and sometimes no. As we are working in the IT industry, most of the people get an idea of what we do pretty fast. However, it can get quite complex.

CEOCFO: *When you are speaking with a prospective client, is there an aha moment when they understand?*

Mr. Gruber: Most of the time we showcase our technology to them in their office environment. That is generally when they understand what we do.

CEOCFO: *Whom are you typically working with? Who in an organization is going to be looking for what you do?*

Mr. Gruber: We are mainly targeting IT companies, big solution providers who we would provide our solution to and they would resell it. Therefore, in most cases, we are not going to the operators themselves. We try to get in contact with the guys who already have established business with some buildings and then empower them with our solution. That way, we do not have to establish a new relationship with the end client.

“We built a unique application for the San Francisco Airport, where blind people can now navigate through the whole terminal, just using their smartphone.” - Bernd Gruber

CEOCFO: *In July you started working with BEACONinside and InMaps, would you tell us about those relationships?*

Mr. Gruber: BEACONinside is a German company that provides very good Bluetooth beacon technology. We believe that they will be a very reliable partner, providing state of the art hardware for iBeacons. InMaps is an Italian company that provides mobile applications in the navigation industry, so it was quite obvious we should partner with them.

CEOCFO: *How do you decide on your partners? Is it types of companies, the size, location, or is it across the board?*

Mr. Gruber: It is across the board. If we see that there is a fit between what we do and what they do, and that we can contribute on commercial details we are both ok with, we are pretty straightforward on that. We do not partner with everyone, but are principally open to discussions with everyone.

CEOCFO: *It is always expensive to get new concepts off the ground. Are you funded for the steps that you would like to take or will you be seeking funding, additional partnerships of investment?*

Mr. Gruber: We already have investors, so at this time there is no need of additional funding.

CEOCFO: *How will the company be different a year from now?*

Mr. Gruber: We will expand and seek to have a footprint in more industries and more verticals. Therefore, we see more growth.

CEOCFO: *Put it all together for our readers. Why does indoo.rs stand out today?*

Mr. Gruber: We have a unique technology approach, and we empower others to provide great services in terms of indoor navigation and in the indoor positioning industry. If you ever consider doing something indoors with a mobile application, just contact us and we will be happy to help.

BIO: Bernd is a young entrepreneur and current COO of indoo.rs. As an advocate of Getting Things Done (GTD) he loves fast decision-making and straightforwardness.

He claims straightforwardness to be his way, however would name the autobiography of his life – despite how ironic that might sound – “the thing“. Wonder why? Me too.

Favorite burger? Beacon. Just add beacon.

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