



# Waymap

Dr Tom Pey  
Co-Founder, Waymap  
CEO, Royal Society for Blind Children



We help our customers provide navigation, emergency assistance and smart services to travellers and visitors including people with disabilities.

# Advanced indoor location *without* Beacons

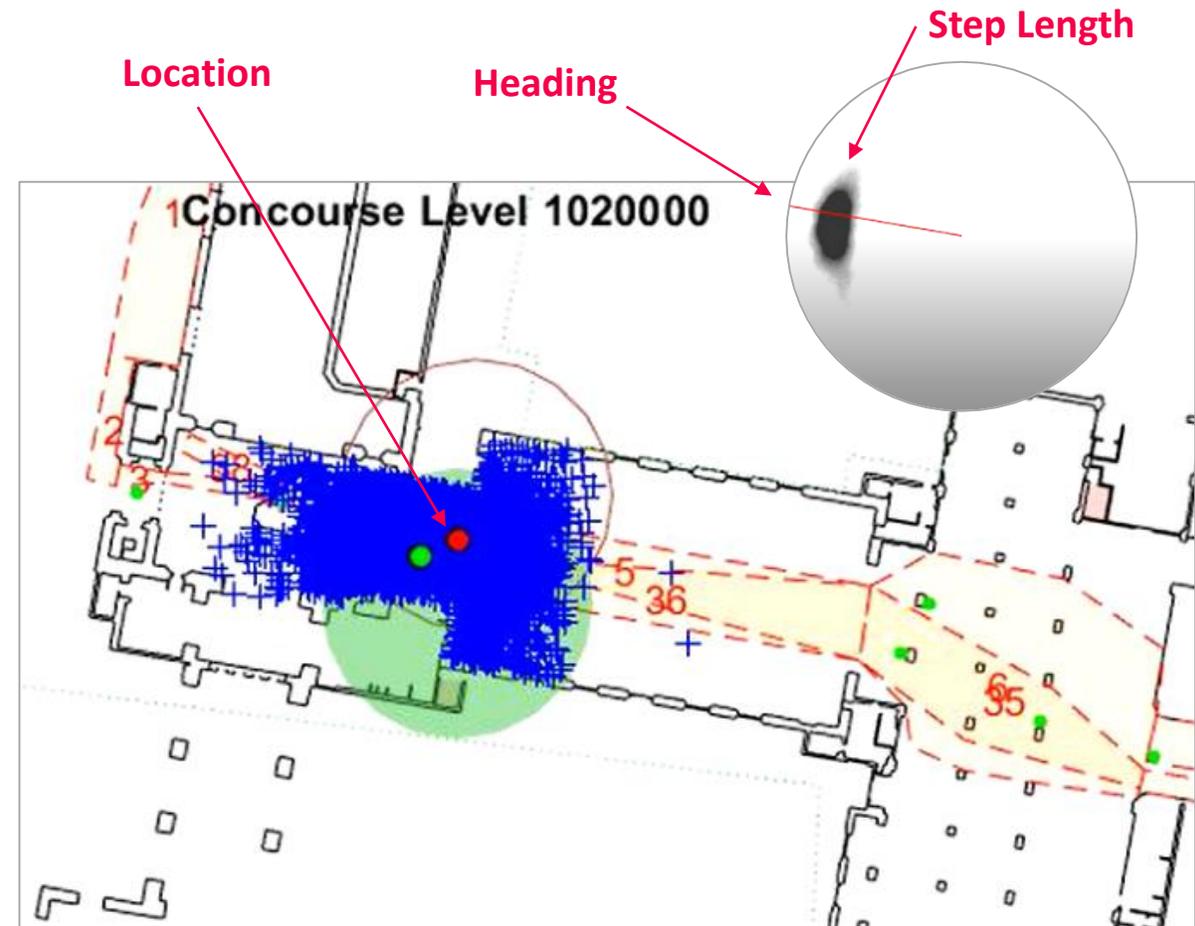


Accurate location, heading and activity while indoors with just a smartphone

A view of our live dashboard

- Blue crosses sample the space (particles)
- Each particle is analysed for probability of accuracy based on all data available
- The red dot shows the estimate of current location from fusing all this information together
- The circle on the top right shows the estimate of current heading and step length

This is just one element ...



# Case Study: Union Station LA

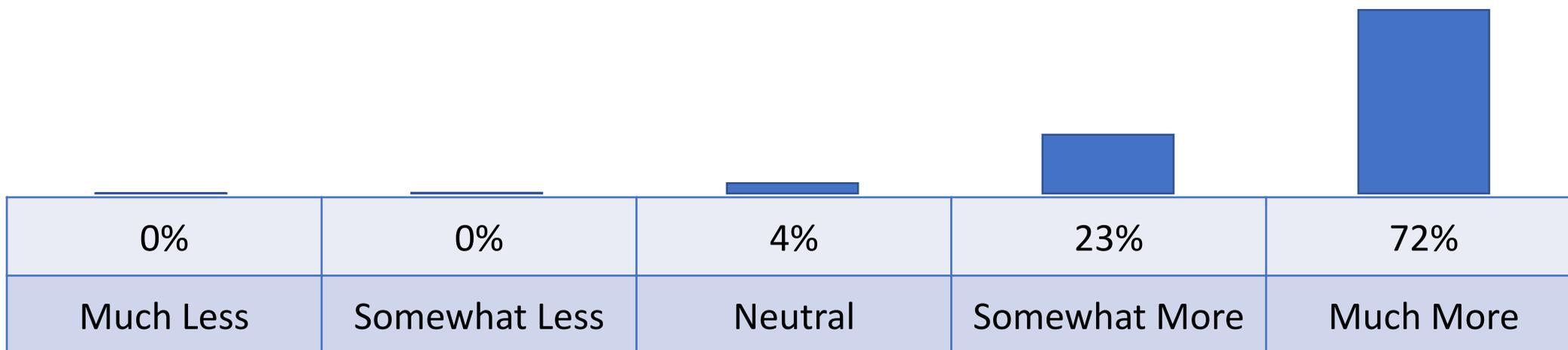




# More independent, more connected

## We sought out user feedback, including

“If this system was widely available in train stations and bus terminals would you be more or less confident to travel on your own?”



Independent travel was the trigger to set the standards, create the technology and deliver audio-based wayfinding everywhere



UNDERGROUND

## The Standards

“... how audio-based network navigation systems can be designed to ensure that they are inclusive and meet the needs of persons with visual impairments”

International (ITU F.921) and American (CTA-2076)



# Waymap

every step counts

Fully compliant with ITU and CTA Standards

Dr Tom Pey, Co-founder & Chairman

Commercial in Confidence