nextome®

FIND YOUR WAY
INDOORS

B2B MOBILE BASED SERVICES FOR

SMART CITIES (STATION, AIRPORT)

Nextome is a software technology company born with global ambition. Since our first steps, we have travelled around the world to benchmark and improve our technology, meeting potential customers and participating in international competitions.

AWARDS

Nextome's Domenico Colucci awarded Innovators Under 35 of the Year by MIT Technology Review.

(Jun 2018)

Young Web Entrepreneur of the Year by European Commission & Seal of Excellence – SME Instrument

(Nov 2017)

City Award at Young ICT Leaders' Forum for BUSAN Metropolitan

(Set 2016)

PROBLEM

Nowadays, more than 50% of the world's population live in cities - rising trend, even though most cities are already congested. If not properly managed, these circumstances have a negative impact on the quality of life. With the support technology infrastructure that includes smartphones, sensors and wireless connectivity Smart Cities are set out to counteract. One of the main points is an optimized transportation. 80% of all mobile users do already use outdoor navigation. However, on average we spent 90% of our time indoors inside of increasingly bigger and more complex buildings. Transportation providers have the task to monitor and analyse the pedestrian flows to relocate security or maintenance personnel on one hand and on the other to track passenger numbers to increase the utilization of wagons. To improve efficiency, safety and customer satisfaction the analysis of the data has to be in real time.

SOLUTION

- The patented Nextome indoor location and navigation system is designed to be integrated into an existing mobile application effortlessly.
- A customized app can be developed with the patented Nextome indoor location and navigation system with additional features.

BENEFITS

- Real-time tracking of visitors, staff and important assets
- Expose current and historical positions and area accesses
- Customizable notification system to get in touch with an employee in a specific location
- Send Notifications (es. internal communication) and receive acknowledgement messages
- Indoor positioning and navigation to gates, tracks, stores, restaurants and service facilities on digital maps
- Receive valuable feedback
- Gain insights into demographic and behavioural information of visitors and their preferences
- Supports strategic decisions by providing additional information such as heat maps and routes of visitors
- Web-based Content Management System to enter and update the information or location of Points Of Interest
- Promote events as well as sales in shops and restaurant
- Content is available in different languages

FEATURES

The patented Nextome indoor positioning and navigation technology includes plenty of features that provide multiple appealing benefits for the user.

SEAMLESS INDOOR-OUTDOOR POSITIONING
Integrates GPS to switch on outdoor maps when the user goes on an external area.

BUILDING AND FLOOR RECOGNITION
Computes the exact location within the building.

LOCATION-BASED EVENT
Throws an event when the visitor enters a defined area.

TARGETED EVENT - Throws an event when visitor enters predefined area and user profile matches predefined criteria.

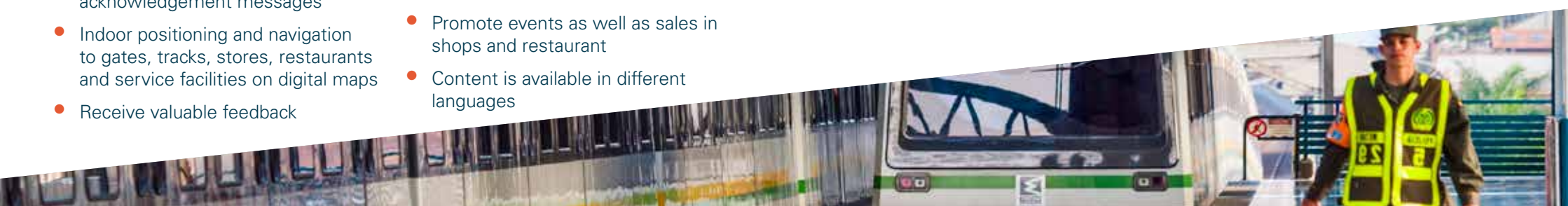
DATA COLLECTION OF GEO-REFERENCED POSITIONING DATA
Collects, aggregates and stores the calculated positions to provide analytics.

WORKFORCE AND ASSET TRACKING - Tracks employees and assets for various reasons such as service purposes, maintenance, availability and security.

NAVIGATION
Computes and displays the fastest route to reach a Point Of Interest.

POI INFORMATION AND VISUALIZATION
Finds POI and displays its details in multiple languages

REAL-TIME MONITORING
Collects and monitors the position in real time.



ANALYTICS

Nextostats, the Nextome analytics service, stores and analyzes behavioral data of customers to provide heat maps and pedestrian flows. Moreover, it also gives insights into the number of visitors and the duration of their stay. The real-time tracking allows the administration to identify crowded and less crowded areas. The data is stored and available for subsequent analysis.

PARTNERING AND INTEGRATION

Nextome qualified distributors and partners can develop stand-alone solution leveraging Nextome SDK and API or integrate Nextome technology features in existing solutions or applications.

The solution based on Nextome provides the partner with opportunities to sell several additional one-time and recurring services, including business consulting, UI/UX design, training, maintenance, content related, data related and communication services.

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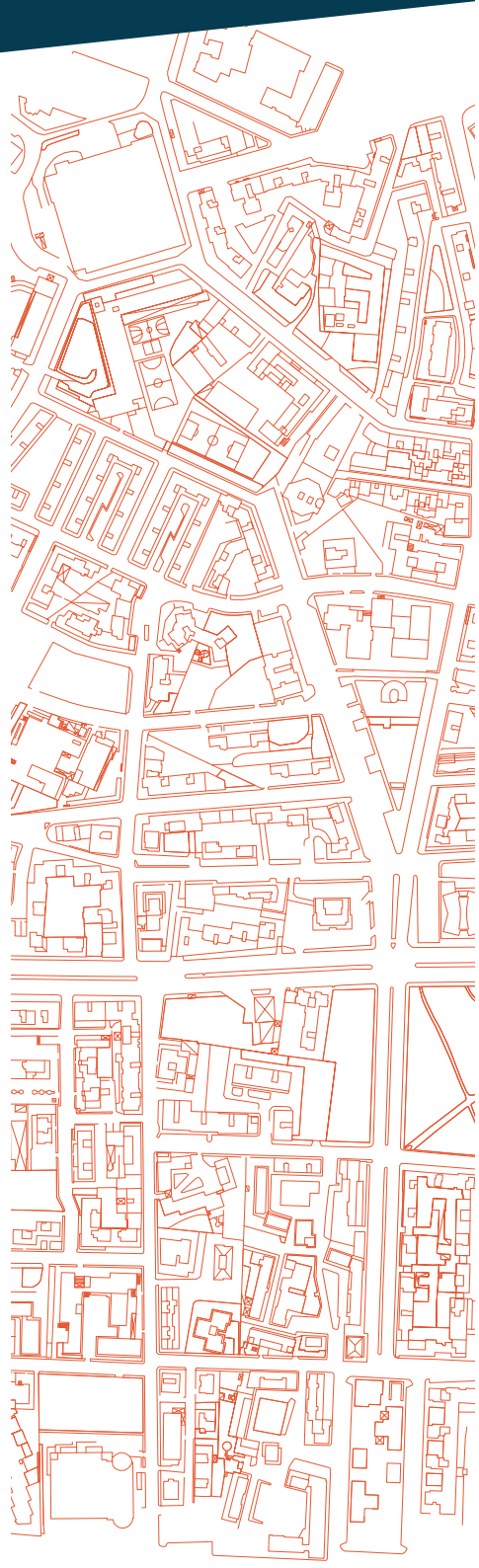

INSTALLATION

The Nextome installation is composed by six phases.

1

PHASE 1 - ENVIRONMENT ANALYSIS

The Nextome team studies the environment (locally or remotely) to find the best Beacon density and distribution to achieve the customer requested accuracy, if possible, or the best accuracy in the given environment.

2

PHASE 2 - MAP UPLOAD

The Nextome team acquires the map(s) from the customers in CAD, PDF or image file and convert them in a format ready to use for mobile applications and web pages.

3

PHASE 3 - GUIDELINES FOR THE INSTALLATION

The Nextome team provides the Beacons required for the deployment, a map with the position where to attach them, guidelines for the installers and an app for the automation of the registration on the Nextome CMS.

4

PHASE 4 - SDK

The Nextome team provides SDK for iOS and Android. The SDK include version control for the data inserted on the CMS, the localization engine, the routing algorithm for the navigation, the listeners for the events and access to the data of the venue (ex. POI).

5

PHASE 5 - CONTENT MANAGEMENT

Every venue mapped by Nextome can be managed by the Nextome web CMS or the Nextome API. Both enable the user to manage (add, edit, delete) beacons, POI, events, but also maps and data about the venues as well as provide access to the venue analytics dashboard.

6

PHASE 6 - GET VISITORS STARTED

Offer visitors to download the app with the help of QR-codes.

THE COMPANY

Nextome is a software technology company born with global ambition.

Since the first steps, we have travelled around the world to benchmark our technology meeting potential customers and participating in international competitions. Having observed that mobile smartphone users are most of the time active in indoor closed spaces, we have focused our efforts on developing specific indoor solutions.

Our flagship patented technology is an Indoor Positioning and Navigation System. We are currently extending our offering with additional indoor-specific products.

MANAGEMENT TEAM

VINCENZO DENTAMARO

degree in Computer Science, previously worked in IBM and Johnson Controls as Software Engineer and Data Scientist. Indoor Navigation specialist.

DOMENICO COLUCCI

degree in Computer Science.
Named Young Web Entrepreneur of the Year 2015 by European Commission.

GIANGIUSEPPE TATEO

degree in Computer Science, worked as Software Engineer having experience as db administrator.

MARCO BICOCCHI PICHI

MBA, degree in economics, professional career in ICT including Ernst&Young consultant, EDS Booz Allen Hamilton ITG (Professional Excellence Award, 2004).

DISCOVER MORE AT

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