

INDOOR LOCALIZATION TECHNOLOGY & EXPERTISE

POSITIONING ► TRACKING ► NAVIGATION



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Nextome is a software and IoT company specialised in Indoor Navigation and Real Time Positioning



What we do, our solutions for different industries



**Manufacturing
& Industry 4.0**



**Smart Building
& Office**



Healthcare



NAVIGATION

POSITIONING

ASSET
TRACKING

**Retail
& Hospitality**



**Museums &
Tradeshaw**



Smart city

(Station, Metro Station,
Airport, Security services)

Museums and Entertainment

Take visitors experience to the next level

Challenges: Still a lot of **museums, art galleries and theme parks** are providing an **old-fashioned Visitor experience** as they continue to rely on standard engaging solutions as brochures, signage and audio/textual guides which by the way are **not attracting and engaging Millennial visitors**.

In addition the **pandemic** has **changed** the perception of **safety** permanently

Opportunities: Thanks to smartphones, sensors and AI Museums have tremendous **opportunities** to **build** an **enjoyable and safe mobile Visitor Experience** while **gathering valuable insights**.

Implementing **Indoor Navigation and Positioning** solutions is the key to provide interactive maps and location-based marketing that can **attract more visitors** and **boost non-ticket revenues**



Main applications for Museums and Entertainment

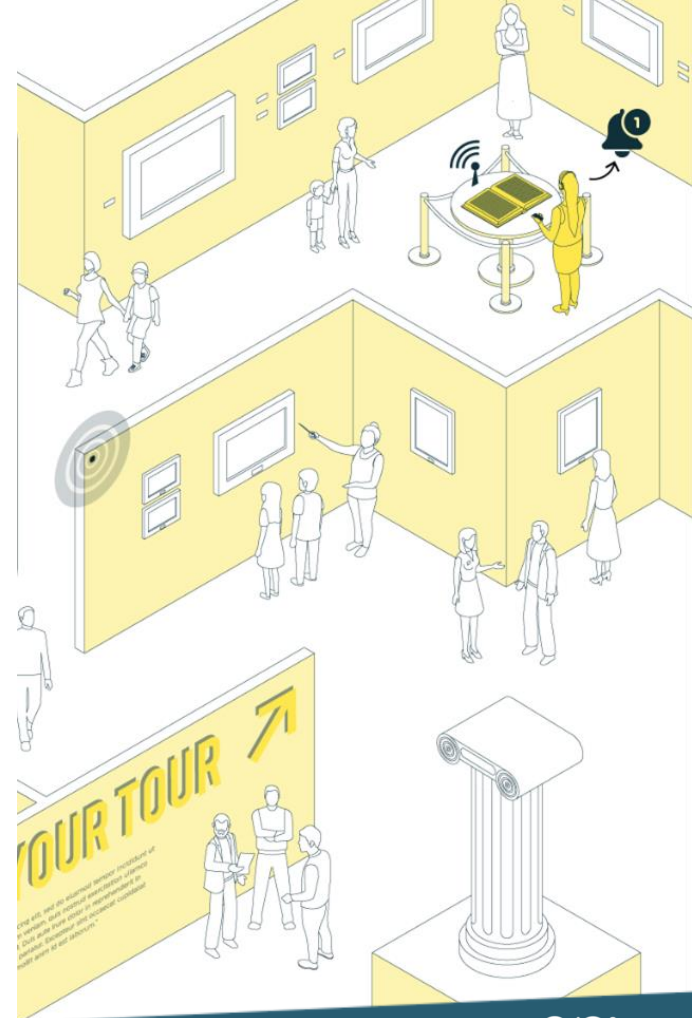
Indoor Navigation & digital maps

With **Indoor navigation** visitors can use a **digital map** in their smartphone to **find specific attractions** to visit or any other amenities in the venue.

In addition museums can create **customized tours** based on their profile interests and times.

Main features

- Interactive mapping of attractions and amenities easy to update
- Turn-by-turn navigation with up to 3 feet accuracy
- Custom tours based on profile interests or on specific time availability
- Show routes and services for visitors with special mobility needs
- Keep families and groups connected with location sharing (social media integration)



Main applications for Museums and Entertainment

Location based content and services

Deliver **relevant, location-based content** to visitors and achieve a better enjoyable and **engaging visitor experience**.

Main features

- Implement smart tour guide and deliver relevant content as information, imagery, and videos based on proximity to specific attractions
- Push restaurant and retail promotions to visitors as they pass by amenities
- Automate lighting and other building systems based on visitor presence
- Empower the Augmented Reality experience



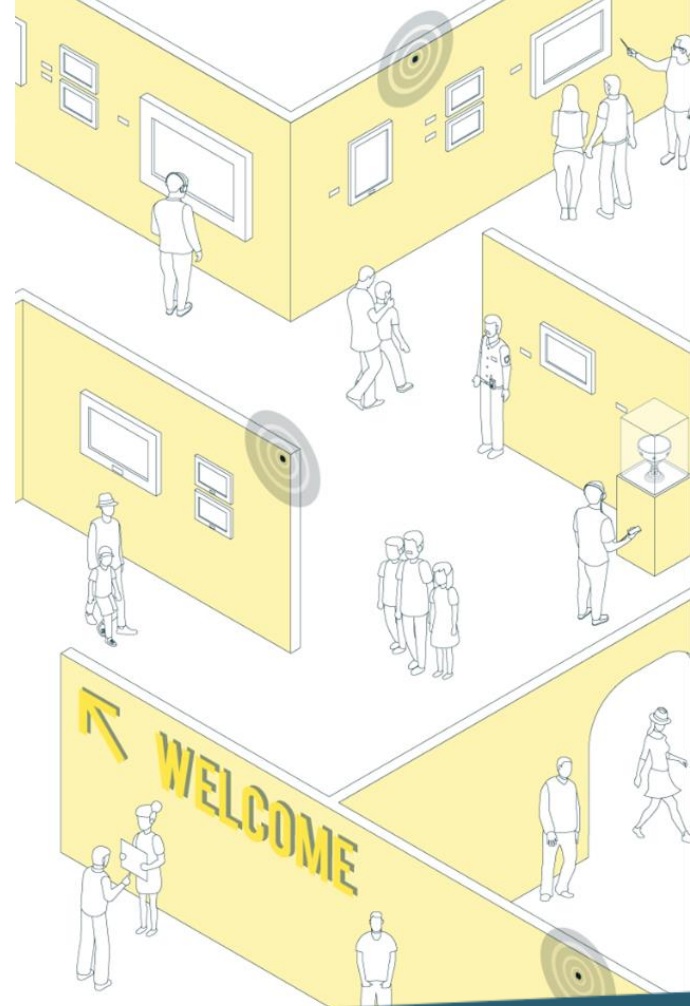
Main applications for Museums and Entertainment

Venue Security and Visitors safety

Improve your venue security level and provide your visitor with an always safe experience, even during emergency events.

Main features

- Monitor Crowd Levels in real time
- Deploy and coordinate security personnel in the event of an emergency
- Connect visitors with the closest staff member for rapid assistance
- Real time Visitors monitoring in the vent of emergency
- Support evacuation procedures with wayfinding



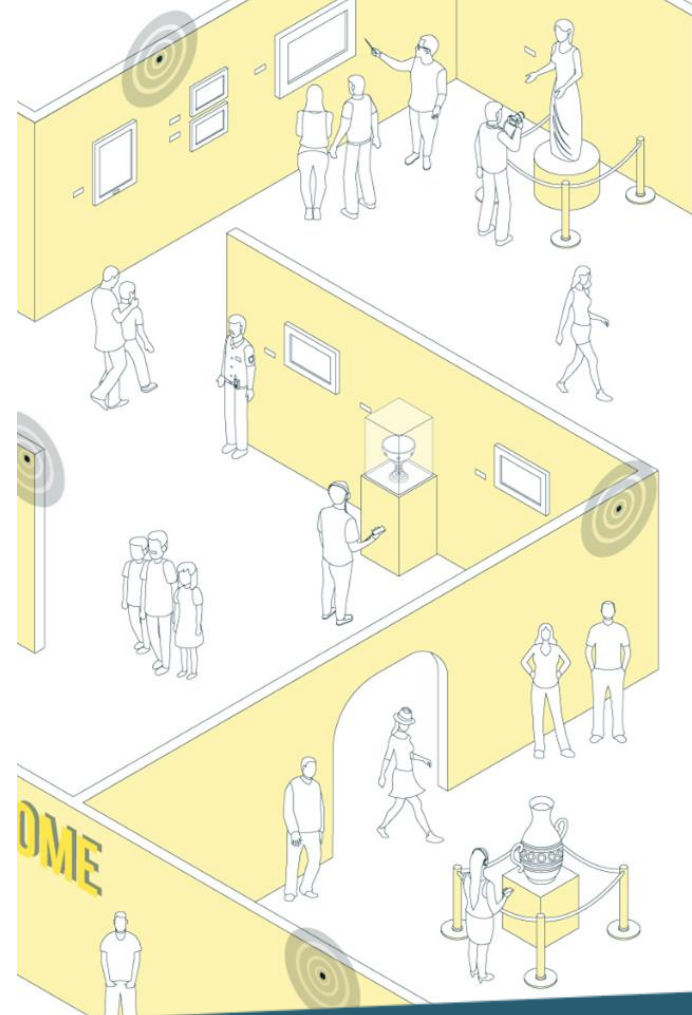
Main applications for Museums and Entertainment

Data analytics and Visitors insights

Location-based technology **enables powerful analytical** tool to identify the **visitors** and learn their **behavior** in order to make decision on how to improve the usage of space and the overall exhibition experience.

Main features

- Monitor Visitors behavior getting insights about their preferences with heatmaps and translate them into new service
- Monitor the success of each attraction
- Detect Bottlenecks and take necessary actions
- Online retargeting based on Visitors specific attraction interests



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