Crowd Connected and Mapwize unveil partnership with public demonstration at Event Tech Live

Integration provides best-in-class solution for app-based indoor navigation

[*London, UK 18 November 2019*] – Crowd Connected, whose visitor tracking technology is widely used across the global events industry, and Mapwize, a leading indoor mapping provider, today announce the availability of an integration of their respective platforms.

The integration enables events and venues to provide a best-in-class navigation experience for event attendees, delivered through the official mobile app.

By licensing the combination of Crowd Connected's accurate indoor positioning system and Mapwize's interactive maps, event organisers enable attendees to accurately locate themselves, search for any location of interest and automatically generate the most appropriate route. Once the route is followed, positioning is updated to provide real-time progress.

The navigation solution received its first public demonstration at Event Tech Live, Europe's only show dedicated to event technology, in London last week, where it generated widespread acclaim from app developers and event organisers.

Video footage – combining a walk around the show floor with in-app screen capture of the route followed – is available in a recent post on Crowd Connected's website.

In an unusual move, Crowd Connected has also published an image overlaying the actual data points gathered from walks around Event Tech Live on a floor plan graphic. This powerfully illustrates the accuracy of Crowd Connected's indoor positioning system.

Unlike a number of other indoor positioning systems, Crowd Connected's technology does not require fingerprinting or other time-consuming calibration. This is impractical in a live event environment such as an exhibition, where frequently the build phase is only completed shortly before the public is admitted.

The Crowd Connected-Mapwize solution is now available to any app developer who wants to provide in-app navigation, via a straightforward code integration.

Crowd Connected CEO James Cobb said: "Mapwize is the perfect partner for our indoor positioning system, enabling us to provide events and venues with navigation in addition to location analytics and mobile engagement.

"We were delighted by the positive response we received from everyone who had a demonstration of the navigation experience at Event Tech Live."

Mapwize CEO Médéric Morel said: "Crowd Connected extends the scope of our mapping technology by providing real-time location intelligence. This is a game changer in the event industry."

● For further information, contact Mark Maydon at Crowd Connected on +44 (0)789 427 22 66 or Margot Soulier at Mapwize on +33 (0)6 72 48 11 10.

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About Crowd Connected
● UK-based Crowd Connected provides visitor tracking technology which enables events and venues to capture, understand and influence the entire attendee experience.
● Crowd Connected's software intelligently gathers, processes and analyses location data. From this rich stream of data the software provides real-time intelligence, delivering effective customer insight and engagement.
● The technology is widely used by mass attendance events, venues and similar crowded environments around the world. Licensees include leading names in entertainment, sports and exhibition industries.

Web: crowdconnected.com
LinkedIn: linkedin.com/company/crowd-connected

About Mapwize

● Founded in 2014, Mapwize develops indoor mapping and wayfinding solutions for smart buildings.
● Mapwize's indoor mapping platform has already been deployed in over 650 buildings, for more than 13 million m^2 throughout all five continents. Its range of innovative services and features can be customized to meet the needs of all industries such as office buildings, education, transportation and is well appreciated by the events sector.
● The solution is already used by hundreds of events organisers and venues including Viva Technology, Vip Paris, Reed Exhibitions, Web Summit and Event Tech Live.

Website: www.mapwize.io
Linkedin: www.linkedin.com/company/mapwize