

To the Press

October 9, 2024  
Geotechnologies, Inc.

## **GeoTechnologies and Mappedin Launch Indoor Digital Map Solution**

Contribute to building a seamless indoor/outdoor smart city

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GeoTechnologies, Inc. (headquartered in Bunkyo-ku, Tokyo; President and CEO: Yoichiro Yatsurugi) has signed a reseller agreement with Mappedin, a Canada-based global provider of indoor mapping and spatial data services, and has begun selling Mappedin's indoor digital map solutions in Japan.



### ■ Background

The indoor digital map market is expected to grow further with the spread of IOT, smartphones, digital signage, kiosks, and more, and the improvements in indoor positioning technology, especially in large commercial facilities such as malls, offices, airports, transit stations, and other public facilities.

Geotechnologies, the main provider of outdoor digital maps and human flow data, and Mappedin, the global leader in indoor mapping, have teamed up to form this partnership to help create a seamless indoor-outdoor smart city.

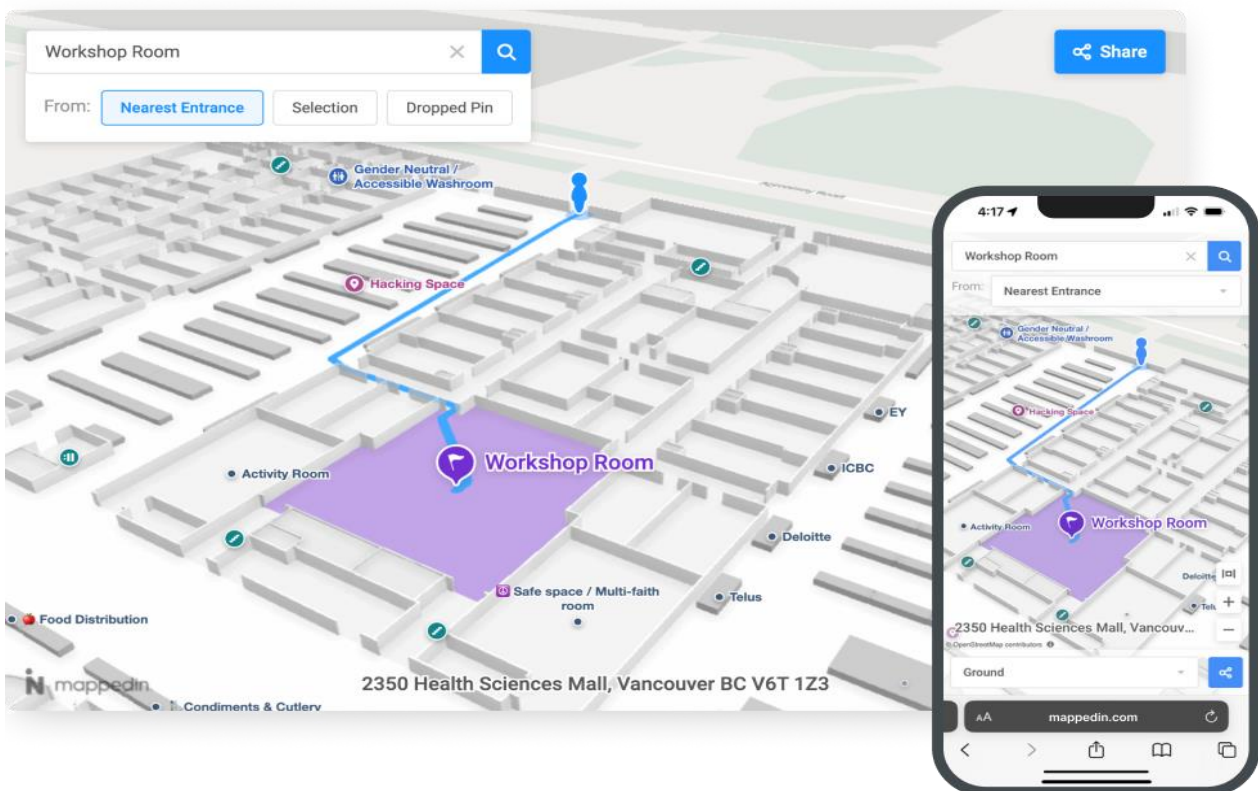
### ■ Examples of Solutions We Offer

- 2D/3D map display, points of Interest and multi-floor route search, and barrier-free guidance for intuitive and easy-to-understand indoor navigation in commercial facilities
- Efficient facilities management and energy use
- Visualization of people and asset locations, hazardous areas, and congested areas during disasters for quick and optimal guidance to evacuation sites ( safety management)
- Visualization of human flow in factories to ensure optimal equipment placement and conduction lines (efficiency improvement)

## ■ Service overview

Mappedin's indoor mapping solution leverages the latest AI technology to quickly and easily convert floor plans of various facilities into digital map data that can be easily integrated into facility management systems and services for facility users. The generated indoor digital maps can be utilized via the cloud and can be used on a variety of media and devices, including websites and digital displays. In addition to keeping tenant information and other information up-to-date by linking with the facility's database, the service also provides the ability to collect and analyze user behavior data, which is valuable to facility managers.

GeoTechnologies will provide user support for this solution, as well as a contracted indoor digital mapping service for customers who request it.



Click here to visit our services page: [https://geot.jp/products/enterprise\\_solution/mappedin/](https://geot.jp/products/enterprise_solution/mappedin/)

## ■ Event Information

This solution will be introduced at the "[Leisure Japan 2024](#)" to be held at Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo) from October 16 (Wed) to October 18 (Fri), 2024.

■ **About Mappedin, Inc.**

Mappedin is a global leader in indoor mapping and spatial data management. Our solutions power billions of square feet of indoor space and guide millions of people visiting malls, stadiums, airports, offices, healthcare facilities, warehouses, universities, and more. We're making maps as powerful indoors as they are outdoors. With custom enterprise solutions, easy-to-use developer tools, and a revolutionary self-service mapmaking platform, we enable our customers to enhance indoor experiences, optimize spaces, track assets, and ensure public safety with AI-powered mapping technology.

Corporate website: <https://www.mappedin.com/>

■ **About Geo Technologies, Inc.**

Since our founding in 1994, we have consistently provided reliable digital maps. The following year, we launched a map software, "MapFan." Since then, we have been at the forefront of the industry by swiftly providing essential AD/ADAS maps, crucial for advanced autonomous driving, along with Japan's first i-mode maps, car navigation systems, corporate map data, and location-based solutions.

Moreover, through mobile applications like "TRIMA" (2020), we have established real-time connections with our users, allowing us to grasp "insights" into real-world situations, such as human movement and underlying motivations.

By combining vast amounts of large datasets, most notably people flow trends with spatial data accumulated over approximately 30 years, we utilize cutting-edge technologies that analyze and provide "insights of the moment." Our goal is to contribute to society by fostering a more comfortable and sustainable world.

Corporate website: <http://geot.jp/>

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Founded:	May 1, 1994
Business domains:	Automotive business / Enterprise business / Marketing business / Consumer business