Press release

Where Geolocation Powers IoT Innovation
Conference, Exhibition & Testbed – May 25 & 26, 2016 – Brussels, Belgium

www.geoiotworld.com

Great First Edition for GEO IOT WORLD!

Over two days, Geo IoT World gathered 170 participants among the finest innovators and entrepreneurs in indoor/outdoor location, analytics and IoT. A successful first edition showing the key role of location in IoT Innovation.

Brussels, May 30, 2016 – The IoT needs precision location technologies and the best of both worlds successfully met at Geo IoT World 2016. This new event held in Brussels on May 25 and 26 gathered 170 participants and 60 speakers to explore the latest tech advances and review inspiring use cases of indoor and outdoor positioning, Big "GeoData", Beacons, LPWAN networks location intelligence, Internet of sensors and other location-aware connected technologies.

Beyond its high level conference, Geo IoT World featured a world premiere: the "Indoor Location Testbed" held in the event venue. Another highlight was the Geo IoT Awards that distinguished four innovative solutions leveraging precision location technologies in IoT applications. State-of-the-art innovation also took place on the exhibition floor where multiple demos were run.

Some conference highlights

► The indoor location topic made a hit. Several thematic sessions and keynotes showed technologies reaching maturity, fast growing markets and inspiring use cases for Smart Cities, e-Health, Retail… The foundational indoor mapping technologies were also well represented by the market leaders including: HERE, Mapspeople, Micello, Openstreetmap and TomTom.

► Location intelligence, tapping the potential of "GeoData", was another key topic which received the greatest attention from the audience thanks to multiple concrete use cases combining location, IoT and analytics: crowd-sourced positioning, geoanalytics for e-Health, predictive marketing…

► The first public presentation of the OGC-ILA-i-Locate (Open Geospatial Consortium, Inlocation Alliance, i-Locate Project) indoor positioning use case survey revealed rich results, for example that sub-1-meter location accuracy is not a priority and real-time positioning is a must have feature.

► The development of standards to enable an "Internet of sensors" was another key thread through the sessions. Defining the networks and Cloud infrastructures able to support billions of connected devices data remains a tremendous challenge.

► The panel debates were also hot, in particular the opportunities of LPWAN for geolocation with Objenious, Sequans and Sigfox, or the business transformation impact of Geo IoT Innovation led by Machina Research.

► Let's mention also the parallel i-locate workshop that showed best practices and great results of concrete implementation of Geo IoT technologies in Healthcare in particular.

Parallel events for live innovation
►The Indoor Location Testbed participants made the show with a unique demonstration of indoor technology. 8 participating companies (BlooLoc, GiPStech, HERE, indoo.rs, Lambda:4, Movin, Nextome and SenionLab) location-enabled with beacons and other location-aware technologies the venue: a live event within the even and a reference market report coming soon.

►The exhibition held in the main hall also greatly contributed to a stimulating live innovation experience, with their multiple demos ofindoor mapping, indoor positioning, etc. Exhibitors were: Blooloc, Geox, i-locate Project, InLocation Alliance (HERE, Combain, Sensewhere, lambda:4), Lambda:4, Nanotron, NavVis, Rodrigue.

►Finally, four innovative solutions were awarded on May 25 evening: the Geo IoT Award for IoT Solutions Empowered by GNSS was presented to UBISCALE; the Indoor Location & Proximity Services Award to GiPStech, the Location Intelligence Award to Anagog and the IoT Networks Award to Silver Spring Networks.

The next year's event location and date will be announced in the coming days.

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