

Family Safety



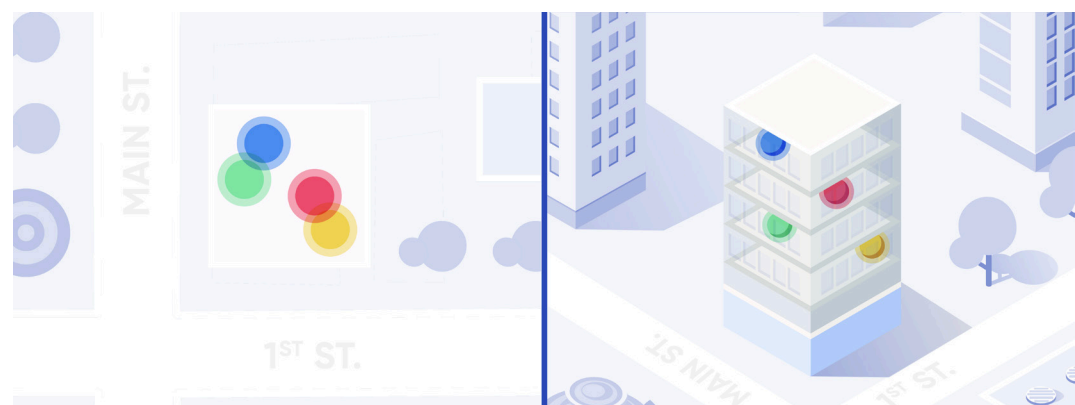
Geolocation and family safety apps

Safety apps are only as valuable as the geolocation data they provide.

Dense urban locations, multistory buildings, and complex streetscapes are the areas where safety apps matter the most. These are the places where scattered family members are hardest to locate, and where criminal activity is most likely to go unnoticed.

Unfortunately, these very same areas are often poorly served (or not served at all) by existing geolocation technologies. GPS signals are weak or non-existent indoors. Signal shadows make GPS unreliable in urban canyons. Wi-fi location, geofencing, and crowdsourced location data sources aren't reliable enough to pick up the slack.

→ The result? The family member you think is on the ground floor is actually three stories up. Reliable safety tracking isn't available in the places you'd want it, like underground parking garages or multi-level shopping centers.



Current state: 2D (X/Y)

With NextNav: 3D (X/Y/Z)



Solving the geolocation challenge

NextNav Pinnacle is an altitude service which allows application developers to deliver highly accurate geolocation services in urban markets. With precise, “floor level” location data, safety applications provide critical information on previously inaccessible areas – inside multistory buildings, shopping centers, and complex streetscapes.

The need for more accurate, reliable location data in urban areas is a recognized public safety challenge. Seeing the need for better data, the FCC recently mandated that E911 calls in the top 25 urban markets include altitude data by March 2021. This data will help first responders find people faster, saving lives. As NextNav’s altitude service fills this gap, developers can also contribute to public safety by integrating the same data into their applications.



User experience

The benefits of accurate vertical location for safety application companies are clear: better user experience, which translates directly into higher brand recognition, lower user acquisition costs, and increased lifetime value (LTV).

Add a new dimension to your family safety application

Incorporate NextNav Pinnacle to increase user experience and LTV.

[Learn more](#)