

Urban Services

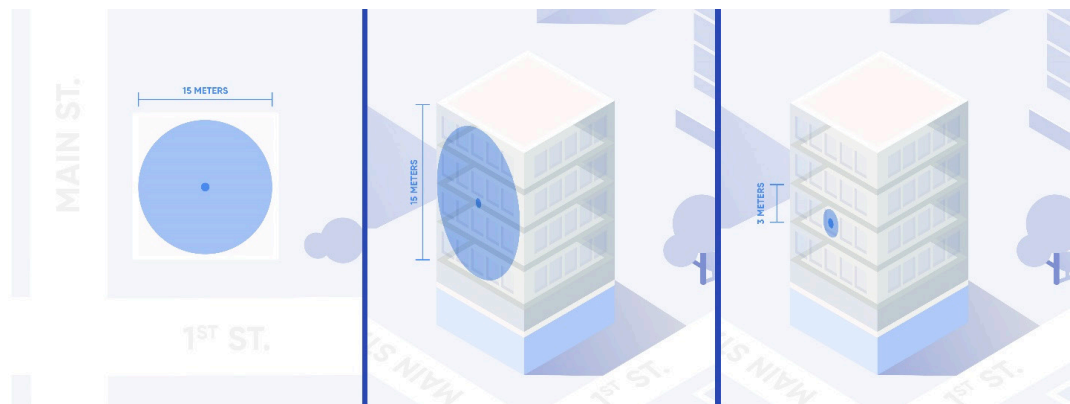


The urban geolocation challenge

Urban areas are the primary market for a wide variety of mobile applications, from rideshare to parking, food delivery to dating. Yet the geolocation technology that powers most of these applications is often challenged in the very markets companies want to serve.

In densely populated areas, accuracy counts. Businesses and customers are literally stacked on top of one another. Yet in these complex environments, GPS and wi-fi location lack the precision needed to deliver consistent service quality.

→ The 15 meter range offered by GPS and wi-fi location is often good enough to pinpoint a customer's horizontal (x/y) location in a shopping center or apartment building. Yet that same 15 meters represents four vertical floors – not very helpful for service delivery, customer attribution, or any function that relies on a user's location.



Current state: 2D (X/Y)

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



Introducing NextNav Pinnacle

NextNav's Pinnacle service allows application developers to deliver highly accurate geolocation in urban markets. In independent testing, NextNav's vertical positioning service delivered "floor level" ($\pm 3\text{m}$) accuracy 94% of the time – far superior to technologies which use GPS and wi-fi location as a baseline.

NextNav's dedicated network of transmitters also provides consistent results in places GPS can't – indoors, underground, and in GPS signal shadows. Since it leverages technology used in most of today's smartphones and consumer devices, NextNav's service isn't limited by hardware or operating systems.



Creating value

With precise, "floor level" location data, NextNav provides the critical information application providers need in the urban markets where it matters most. Vertical positioning improves user experience through more accurate service delivery and personalized experiences. Accurate vertical location increases the efficiency of urban services, allowing employees to serve more locations every hour on the job.

→ Better user experiences drive revenue for businesses and employees alike, increasing customer lifetime value and lowering acquisition costs.

Add a new dimension to your application

Bolster user experiences with NextNav Pinnacle

[Learn more](#)