

Press release

## Situm provides indoor positioning and navigation to SPIN2016 visitors

- **The spanish company collaborates as a technological partner of the biggest event devoted to the sector of university entrepreneurship in Spain, Portugal and Latin America**

**Santiago de Compostela, 29 de septiembre, 2016.-** Technological company Situm Technologies participates in **SPIN2016**, the biggest event devoted to the sector of university entrepreneurship in Spain, Portugal and Latin America, providing their indoor positioning and navigation technology to its official app.

The visitors can now locate themselves both outside and inside of a specific building, find points of interest and establish routes to them, being guided, step by step, inside the facilities to their selected destination.

Situm's indoor localization and navigation acclaimed technology can be applied to all kind of large facilities, like exhibition halls, airports, malls or museums, among many others. Users will move inside this buildings easier, and the managers will get useful tools for space management, providing added value to the users at the same time.

### **All the event in your hands**

SPIN2016 official app, developed by Balidea, it's organized around two big sections: agenda and exhibitors. User will have access to an organized list of all the activities that are to take place at the City of Culture (talks, workshops, seminars, a marketplace and networking activities) and to a catalog of all the exhibitors.

Attendants can configure the app, according to their preferences, obtaining of this form those events and exhibitors which corresponds with their interests. They also have the option of configure their own agenda adding this activities to their personal calendar.

In this way, thanks to S-REC Solutions technology, SPIN2016 provides the users attractive information according to the interesting topics selected by themselves in the app.

### **SPIN, economic development and universities**

SPIN2016 is an open event with the ambition to support and boost entrepreneurship talent, strengthening the University contribution to economic and social development. SPIN is held every two years, being Madrid and City of Mexico the latest edition's headquarters.

It features a number of talks, workshops, seminars, a marketplace and networking activities, offering a unique opportunity to share experiences, improve knowledge, and discover the newest trends and technologies born from university research that are now in the market.

Over 200 universities and investors from 20 different countries will meet more than 2000 attendants, including university students, entrepreneurs and other interested people. This

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edition will have more than 50 speakers, highlighting cuisine professionals like Joan Roca, Príncipe de Asturias Literature Prize Nélida Piñón and sportsmen like Cristian Toro and former soccer national manager Vicente del Bosque.

## About Situm

SITUM is a worldwide leading provider of high precision/zero infrastructure indoor location technology, delivering to any mobile user the most accurate position in any venue.

From Hospitals, Airports, Malls and Train Stations to Malls, Museums, Public Buildings or cutting-edge smart devices providers, SITUM praised technology is present in endless applications, venues and devices, trying to make life easier for any user, wherever he is, whatever device he has. As an example, SITUM indoor location platform was chosen by the **Public Health Service of Galicia**, to provide patients, visitors and medical professionals a powerful tool for location, navigation and assistance inside 25 hospitals and medical centers in Spain.

Situm technology was chosen as one of the disruptive technologies of 2016 during last **Mobile World Congress 16** and has been repeatedly awarded in the last months.

For more information visit [situm.es/en/](http://situm.es/en/)

**Situm, the “GPS” for indoors**