

**Press release**

# Situm presents **Situm Maps 2.0** at **Mobile World Congress 2016**

**Telefonica** showcasing the new version of the **Indoor Location Service**, featuring improved performance and accuracy and new functionalities.

**Madrid, February 24, 2016.- SITUM**, company headquartered in Santiago de Compostela, Spain, will be demonstrating **Situm Maps 2.0**, the new version of its indoor location platform, at **Mobile World Congress (MWC)** that is taking place in Barcelona on February 22nd, showcasing the power of the last improvements featured in this ultimate release in terms of accuracy, performance, functionality and user's experience.

As a result of more than 8 years of advanced research, Situm can deliver today, not only the **highest accuracy** while using the **minimal infrastructure**, but also the **fastest mapping tool** for indoors, with **automatic level detection** in multi-storey buildings and calibration quality control, reducing the error and the cost of other generation indoor position technologies by up to a factor of 10, enabling new applications through the **Situm SDK**, available for Android and iOS.

The **Situm Indoor Location Service** is a global, scalable and cloud-based platform powering a growing number of innovative solutions, from enterprises to developers, that are leveraging Situm SDK to embed indoor location functionalities in their own applications and creating breakthrough location based experiences for user's navigations and assistance, people's tracking, contextual geomarketing, emergency services, security, etc.

Situm CEO, **Víctor Alvarez** commented: "Situm Maps 2.0 represents the most disruptive technology up to date in hardware-less indoor location and delivers a brand new set of location-based applications for mobile users, wherever they are, whatever smart device they use. With the new Situm Indoor platform, companies can unlock their possibilities creating countless new applications for positioning and navigation all sectors: healthcare, infrastructures, transport, retail, security, tourism, to name only a few".



Situm technology was chosen by Telefonica as a disruptive technology to show in **MWC** and Situm will be showcasing Situm Maps 2.0 at **Telefonica** stand, **Hall 3, Stand 3J20**.

## 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, Spain, to provide patients, visitors and medical professionals a powerful tool for location, navigation and assistance inside **25 hospitals** and medical centers. The whole deployment of SITUM technology in those 25 centers didn't take more than a week.

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

SITUM, the “GPS” for Indoors.