

Situm rises a financing round with Amadeus and other investors

- Amadeus Ventures, the corporate venture arm of the leading provider of technology solutions for tourism and travel sector, joins the Spanish company as a reference investor
- Amadeus has invested in startups like Cabify

Madrid, December 20th, year.- Situm has just successfully closes an investment round with Amadeus Ventures, the corporate venture arm of Amadeus IT group. Unirisco and Xesgalicia are also involved in this investment.

This way, Amadeus advances its goal of improving operations and performance across all parts of the travel sector, since Situm's indoor positioning and navigation technology is an ideal solution for airports and train/bus stations' users, removing the fear of unfamiliar and complex environments.

"When travelling, we often find ourselves in new places and unfamiliar surroundings, which can be daunting. By delivering a minimal infrastructure solution, and harnessing the power of personal mobile technology, we can quickly give travelers reassurance that they can always get to where they need to be", said **Víctor Alvarez, CEO and founder of Situm**

For airport or station operators, or conference or hotel owners, Situm allows real-time viewing of the user's movements, facilitates better allocation of resources to smooth passenger flow, improves security services, and offers better analytics to improve geo-marketing and targeting.

"By working together with our own teams, developers and startups, we are focused on developing new ways to relieve the tensions that exist for all of us when travelling. Situm offers a really powerful solution and we look forward to having it as part of our investment portfolio and working together to solve some

of these challenges”, said **Katherine Grass**, head of **Amadeus Innovation and Ventures**

With the participation of Unirisco and Xesgalicia

Amadeus makes this investment along with Unirisco and Xesgalicia. Unirisco is a venture capital company formed for the purpose of promoting the creation of companies that takes advantage of university knowledge.

Xesgalicia is a management company of venture capital entities that provides finance for enterprise development through several capital funds and companies.

About Amadeus

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs around 15,000 people worldwide and does business in more than 190 countries. The company has central sites in Spain (corporate headquarters), France (development) and Germany (operations), and offices in 70 countries around the world.

About Situm Indoor Positioning

Situm is a worldwide leading provider of high precision/minimal infrastructure indoor positioning technology, delivering to any mobile user the most accurate position in any venue. From hospitals, airports, malls and train stations to museums, factories and company headquarters, Situm is present in endless applications, venues and devices, making life easier for any user, no matter the place or the device.

[Situm, the “GPS” for indoors](#)