

Asia Pacific Indoor Location Market Analysis (2017-2023)

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Abstracts

The Asia Pacific Indoor Location Market would witness market growth of 40.8% CAGR during the forecast period (2017 – 2023). Tracking objects within an indoor environment is called as indoor location (or indoor localization). IPS (indoor positioning system) technology has the potential to track humans or objects within a company with the help of acoustic signals or radio waves gathered by handheld devices such as mobile phones. Location analytics converts raw data based on specific locations and then converts the same into valuable insights with a visual approach. Location analytics is used in analyzing data collected from indoor locations such as retail stores, stadiums, airports, and other locations. The insights gathered are used by the market participants in planning business strategies and marketing campaigns.

Based on Type, the market report segments the market into Technology, Software Tools, and Services. Technology Type includes Sensor & Tag-Based, Radio Frequency-Based, and Others. Software Tools includes Location Analytics, Visualization, Context Accelerator, and Others. Services Type includes Professional and Managed Services. Based on Vertical, the market report segments the market into Retail, Transportation & Hospitality, Entertainment, Public Buildings, and Others. Based on Deployment Type, the market report segments the market into On-Premise and On Demand. Based on Application, the market report segments the market into Sales & Marketing Optimization, Customer Experience Management, Inventory Management, Risk Management, Predictive Asset Analytics, Remote Monitoring, Emergency Response Management, and Others.

Based on Countries, the Asia Pacific Indoor Location market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the competition analysis of key stake holders of the Asia Pacific Indoor Location Market. Key companies profiled in the report include Apple, Inc., Broadcom Limited, Cisco Systems, Inc., Ericsson AB, Google, Inc., Microsoft Corporation, Qualcomm Technologies, STMicroelectronics N.V., Zebra Technologies, and Micello, Inc.

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