

Global Indoor Positioning and Indoor Navigation (IPIN) Market to Grow at a CAGR Of 58.90% During The Period 2017-2021

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Orbis Research has added Report on "Global Indoor Positioning and Indoor Navigation (IPIN) Market 2017-2021" to its Database. Dallas, United States - April 17, 2017 /MarketersMedia/ -- Indoor Positioning And Indoor Navigation (IPIN) Technology make use of sensors, magnetic positioning, and Bluetooth low energy (BLE) technology to precisely track users indoors. IPIN can help people navigate indoors in places such as hospitals, museums, and university campuses. Indoor positioning systems depend on three parameters, namely the dynamic positioning system platform, beacons that broadcast signals to smartphones, and the apps that make the systems indispensable to consumers. BLE beacons that assist indoor positioning are inexpensive; it is also easy to install and maintain them. American Airlines, Walmart, Coca-Cola, Apple, Macy's stores, Lord & Taylor stores, and Nivea are key organizations that are already experiencing the benefits of the BLE positioning system.

Analysts forecast the Global Indoor Positioning and Indoor Navigation (IPIN) Market to Grow at a CAGR Of 58.90% During The Period 2017-2021.

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Covered in this report

The report covers the present scenario and the growth prospects of the global IPIN market for 2017-2021. To calculate the market size, the report considers the revenue generated from the use of the IPIN applications, the sales of the BLE-based beacons globally during the forecast period.

The market is divided into the following segments based on geography:

- o Americas
- o APAC
- o EMEA

Global IPIN Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

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Key vendors

- o Google
- o Apple
- o Here
- o Micello

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Other prominent vendors

- o Beaconinside
- o bluepath
- o GiPStech
- o MazeMap
- o Nextome

- o Pinmicro
- o Pointr
- o shopkick
- o Spreo

Market driver

High penetration of mobile computing devices.

Market challenge

Lack of awareness about IPIN technology.

Market trend

Growing popularity of cloud-based big data analytics.

Key questions answered in this report

What will the market size be in 2021 and what will the growth rate be?

What are the key market trends?

What is driving this market?

What are the challenges to market growth?

Who are the key vendors in this market space?

What are the market opportunities and threats faced by the key vendors?

What are the strengths and weaknesses of the key vendors?

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