



SHOPPING MALL SOLUTIONS OVERVIEW


PRESENTED BY  mappedin

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COMPANY

Mappedin is the leading platform for indoor spatial data management, digitizing venues, and building best-in-class indoor mapping experiences. Built for scale, our flexible platform and enterprise grade tools enable us to work with leading operators and developers around the world.

To date, Mappedin has mapped **1.3+ billion** square feet of indoor space across **1,350+** venues in **50+** countries.

Trusted by:

REFERENCES

"The easy-to-use platform allows our team to make immediate updates to maps based on store changes, seasonal promotions, and special events. We're continually investing in technologies such as Mappedin to ensure our centers deliver a digitally driven shopping experience."

**PATRICK FLANAGAN, SVP OF DIGITAL MARKETING & STRATEGY
SIMON PROPERTY GROUP**

"Since moving our portfolio of shopping centres over to digital with the help of Mappedin, we have been pleased with the overall level of service and wayfinding experience they provide.

Their account, support and product teams are collaborative and do everything they can to make us happy. They are always innovating or ideating on new technologies, which solve for problems that exist in the real world.

The team at Mappedin keeps us updated with their roadmaps and product improvements/features as they develop them, including monthly feedback sessions with our team. I highly recommend them to anyone looking for a great mapping company.

At the end of the day, we consider Mappedin a true partner to our business."

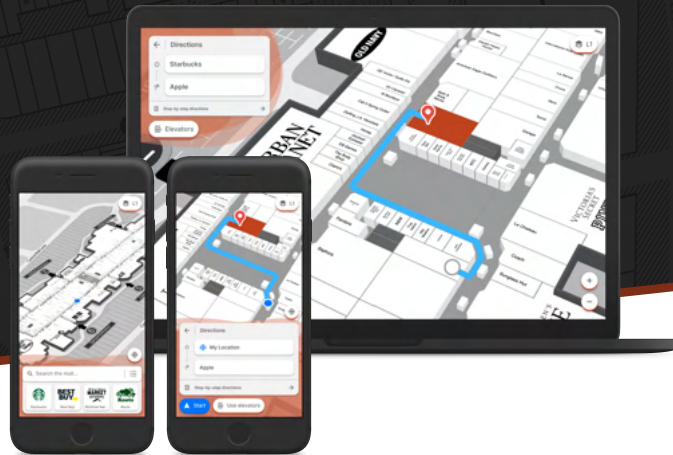
**MARK MILLER, SENIOR MANAGER, DIGITAL CHANNELS DEVELOPMENT
MACERICH**

WEB SOLUTION FOR SHOPPING CENTRES



RESPONSIVE WEB APP

The Responsive Web App enables users to search, discover, and navigate complex venues. Built with Mappedin's Web SDK, the responsive design allows visitors to access indoor maps across any device.



BLUE DOT WAYFINDING

Enable the blue dot experience by leveraging your existing Wi-Fi infrastructure. Users can see their precise location within the venue and take advantage of real-time, turn-by-turn directions.



GALLERY & QUICK LINKS

The gallery feature displays a collection of images to provide users with more visual context. Quick Links connect visitors to external websites that offer helpful information and can lead to increased revenue.



DEALS & PROMOTIONS

Provide additional visibility to promotions occurring at your venue. As users search for various locations, they will be able to see any ongoing and associated deals.



TOP LOCATIONS

Showcase key locations within your venue by highlighting top locations near the search bar, allowing users to launch directions with the click of a button.



SMART SEARCH

Mappedin's AI-driven search provides predictive results based on historical data, minimizing the number of keystrokes needed to find a location.

KEY PRODUCT BENEFITS

- Simple integration with your website by embedding a few lines of JavaScript
- Purely web-based, responsive experience with no apps to download
- Interactive 3D map and turn-by-turn navigation to any destination
- Accurate wayfinding for multi-floor, single floor, and indoor/outdoor venues
- Customize the web app to match your website's branding, ensuring a seamless fit
- Support for 20+ languages with new ones always being added
- Review location insights and analytics to better understand visitor intent and make informed business decisions at your property



www.mappedin.com/wayfinding/web-app



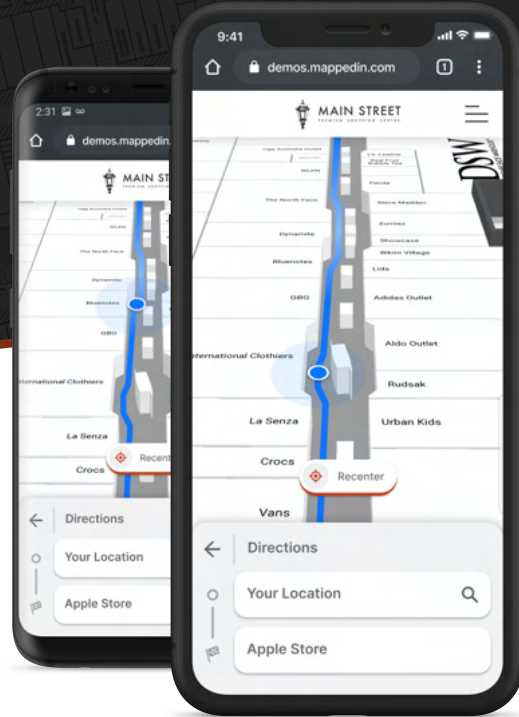
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WEB SOLUTION FOR SHOPPING CENTRES



MAPPEDIN BLUE DOT

Bring the familiar experience of real-time positioning to the web with Mappedin BlueDot, a first of its kind in indoor navigation for both iOS and Android devices. Make it easy for users to get where they need to go; all through your website, no app required.



KEY PRODUCT BENEFITS

- Purely web-based experience with no apps to download
- Turn-by-turn, real-time navigation from your location to any destination
- Familiar experience that users expect from leading mapping technologies
- Support for multi-floor, single floor, and indoor/outdoor venues
- Positioning enabled through leveraging your existing WiFi infrastructure and GPS
- Location detection and automatic floor switching for larger venues
- See how shoppers move around your venue with aggregate data
- Regular updates as the product improves

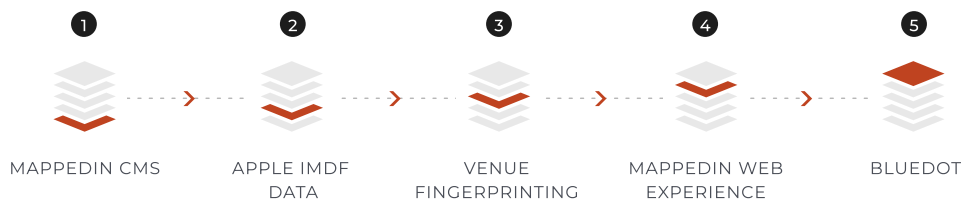
8x

MORE USERS ASKED FOR DIRECTIONS AT VENUES USING BLUEDOT

2x

MORE LOCATION SELECTIONS ON AVERAGE AT VENUES USING BLUEDOT

SETTING UP BLUEDOT FOR YOUR VENUE

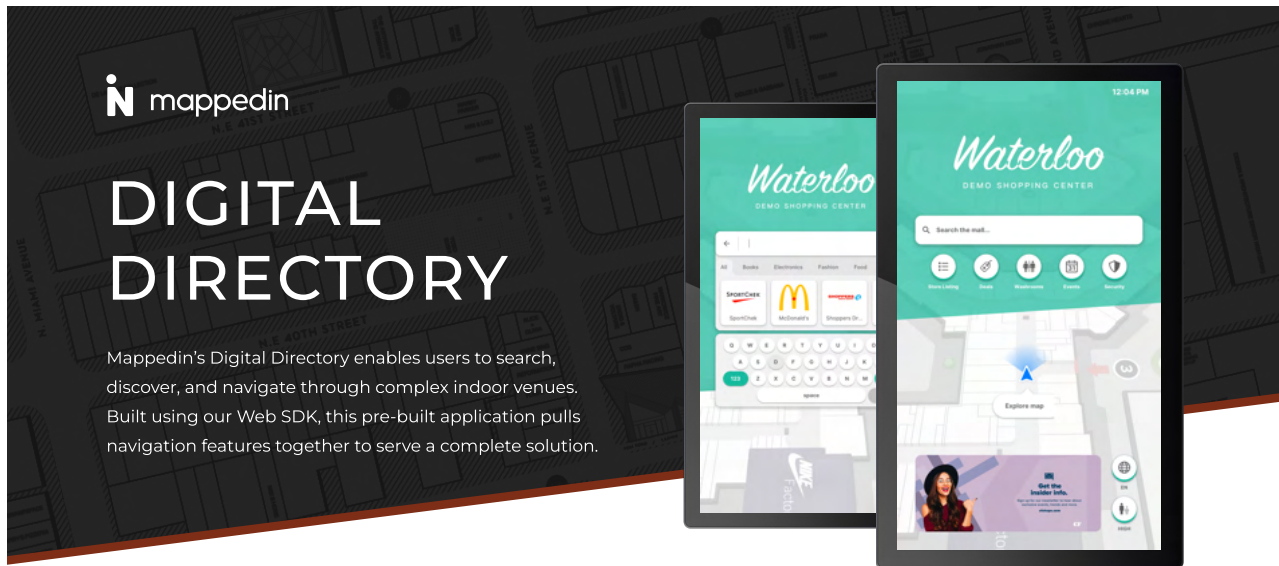


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DIGITAL DIRECTORY FOR SHOPPING CENTRES



MULTI-FLOOR NAVIGATION

Simplified navigation across multiple floors.

- ⚙ Accessibility Mode
- ⚙ Stacked Maps for Visibility
- ⚙ Connection and Landmark Tooltips



QUICK LAUNCH BUTTONS

Easy access to key buttons on the home screen.

- ⚙ Categories
- ⚙ Deals & Events
- ⚙ Highlighted Locations



INSIGHTS & ANALYTICS

A look at how users interact with your venue.

- ⚙ Visitor Intent
- ⚙ Missed Searches
- ⚙ Visual & Raw Data Exports



SMART SEARCH

An enhanced search experience.

- ⚙ Text Matching
- ⚙ Historical Matching
- ⚙ Predictive Matching



THEMING & LOCALIZATION

Customizable for brand consistency.

- ⚙ Logo & Search Bar
- ⚙ Language Selection
- ⚙ Background & Buttons



AND MORE...

Additional features to delight visitors.

- ⚙ Mobile Pass
- ⚙ Directory Ads
- ⚙ Directory Voice Assist



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DIGITAL DIRECTORY FOR SHOPPING CENTRES



✂ ENHANCED WAYFINDING

For users that want to take the digital map on-the-go, Mappedin's Mobile Pass enables this hand-off through text message or QR code.

📱 CONSISTENT EXPERIENCE

Mappedin's Responsive Web App is built for mobile and provides the same 3D map and search functionality as the directory, ensuring a consistent experience for users.

</> EASY INTEGRATION

With only a few simple steps, Mobile Pass is an easy feature to enable for visitors. Venues have the flexibility to setup Mobile Pass through QR code, text message, or offer both options.

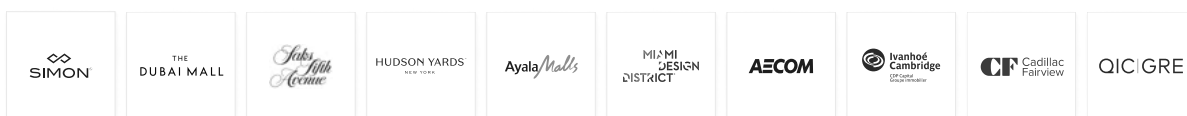
📄 TOUCHLESS NAVIGATION

Provide shoppers with a completely touchless experience by showcasing the QR code on the directory home screen. When users approach the directory, they can simply scan and go.

🌐 BROWSER BASED

Mobile Pass utilizes the Responsive Web App, a browser-based experience, eliminating the need for users to download an application while navigating on-site.

MAPPEDIN IS TRUSTED BY INDUSTRY LEADING TEAMS



mappedin.com/wayfinding/digital-directory



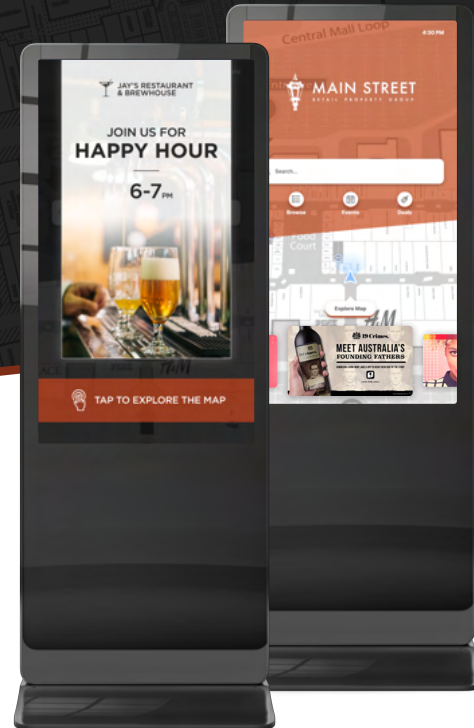
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DIGITAL DIRECTORY FOR SHOPPING CENTRES



DIRECTORY AD OVERLAY

Mappedin's Directory Ad Overlay provides a simple way to monetize your directory signage during idle use or user interactions. Add an additional revenue stream with DOOH advertising to screens throughout your portfolio.



HOW IT WORKS

Mappedin has partnered with ad providers to deliver a modern advertising system in our Digital Directory product. Using powerful new Digital Out of Home (DOOH) workflows, buyers have the ability to purchase and customize a fullscreen ad overlay.

Effortless Monetization

Advertising bids get placed by buyers on ad exchanges for the placements across your directory screens. Earnings will start to come in accordingly per view.

Multiple Ad Networks

Purchased ads are automatically scheduled from a variety of ad exchanges into the directory placements throughout the day.

Programmatic or Direct

Leverage programmatic advertising or sell and schedule placements directly for special campaigns via self-serve tools.






Impressions Tracking

Use existing foot traffic data or add our recommended footfall counters to provide impression data back to the ad networks.

Analytics & Monitoring Tools

Access analytics, earnings, and approve or reject inbound advertising campaigns all in one convenient dashboard.

KEY FEATURES

-  Automatically schedule ads
-  Source from multiple ad networks
-  Seamless integration with the venue map
-  Simple fallback to hide ads or show placeholder content
-  Sell programmatic or direct advertising

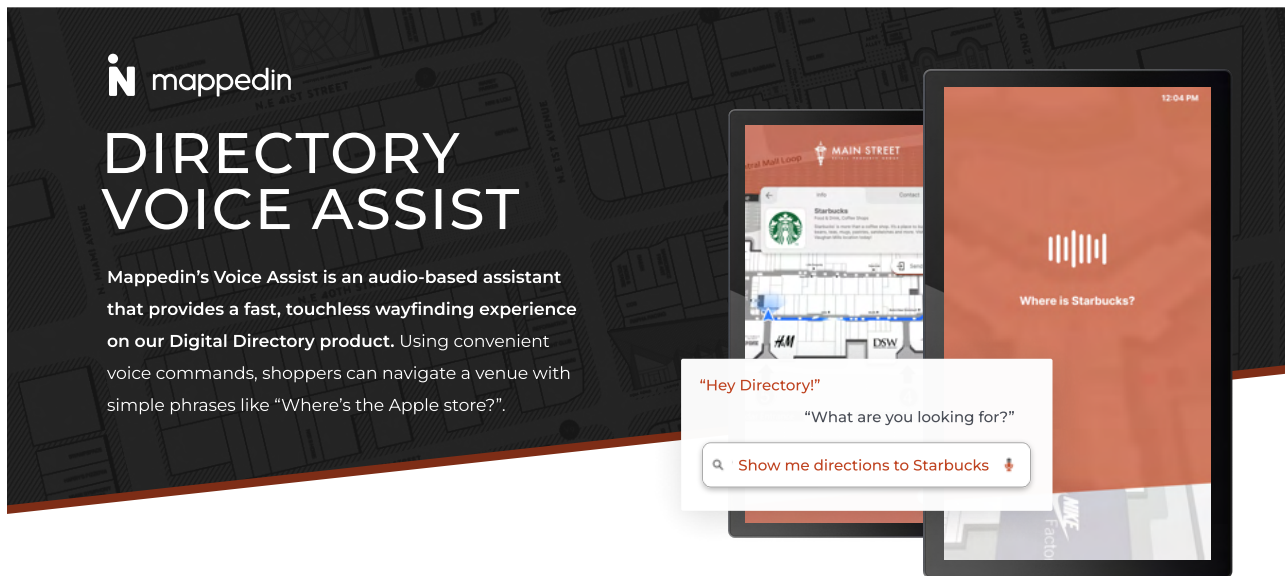


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DIGITAL DIRECTORY FOR SHOPPING CENTRES



VOICE RECOGNITION

By integrating the latest voice technology, Voice Assist provides accurate word recognition and flexible methods of structuring questions. When paired with our modern user interface, we give shoppers a transparent and simple way to access indoor directions.

- ⚙ Multi-language support
- ⚙ Visual indicators to show microphone is recording
- ⚙ Voice requests displayed on screen

VOICE PRIVACY

Voice Assist is designed to ensure user privacy is taken into consideration. Data sent through this feature is encrypted and backed by enterprise-grade security, availability, compliance, and manageability offered by Microsoft's Azure services.

- ⚙ Audio is encrypted
- ⚙ Audio files are deleted after they are processed
- ⚙ Secure connection to back-end servers

VOICE WAKE WORD

Provide shoppers with a complete touchless experience using wake word technology. Approach the directory and activate the microphone with a simple phrase like "Hey Directory".

- ⚙ Real-time, secure audio analysis on device
- ⚙ Audio is only transmitted to servers once wake word is received

VOICE HARDWARE

Using the latest multi-array microphone technology, Mappedin's Voice Assist can pick up audio even in noisy environments. All it takes is one microphone per directory to get started.

- ⚙ Uses Storm Interface's [multi-array microphone](#)
- ⚙ Plug and play USB connectivity
- ⚙ Far-field audio processing
- ⚙ Small form factor



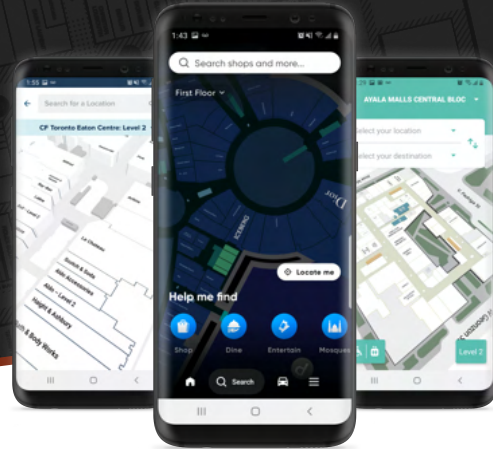
MAPPEDIN SDKS FOR CUSTOM WAYFINDING EXPERIENCES



MAPPEDIN SDKs

WEB, ANDROID, iOS & REACT NATIVE

Mappedin's Mobile and Web SDKs have been built to enable all indoor mapping experiences. Regardless of industry, our SDKs encompass a wide variety of components required to integrate mapping into a website, mobile application, or custom directory.



SDK COMPONENTS



Maximum Discovery

Built with Mappedin's Smart Search, users can search by location, brand, category, and more while pan, zoom, and rotate functionality make it easy to explore the map. Smart Labels appear based on zoom level, ensuring locations are clearly visible to users.



Real-Time Data Syncs

Maintain your location data in Mappedin's CMS or an alternate and see changes reflected in real-time API syncs and use External IDs to layer on additional data. These features make Mappedin SDKs well suited for integrations with software suites across all industries.



Sample Applications

Leverage our sample applications across a variety of use cases and experiences to get up and running quickly.



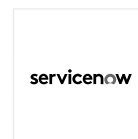
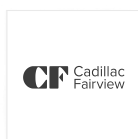
Intuitive Wayfinding

Enable the blue dot experience through prominent indoor positioning systems such as Apple's fingerprinting technology. Turn-by-turn directions, advanced tool tips, and multi-floor wayfinding make navigation simple.

ADDITIONAL FEATURES & BENEFITS

- | | |
|-------------------|---------------------------|
| ⚙️ Offline Mode | ⚙️ Developer Support |
| ⚙️ Follow-up Mode | ⚙️ Robust Documentation |
| ⚙️ RTL Text | ⚙️ Getting Started Guides |

INTEGRATED WITH INDUSTRY LEADING TEAMS



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INTERACTIVE LEASING MAP FOR TENANT MARKETING



LEASING SDK SOLUTION

Using Mappedin's Web SDK, create a custom and interactive map of your venue to elevate your leasing strategy, benefit your internal leasing team and showcase your venues to potential leads.



EASY MAP MAINTENANCE

As locations within your venue change, grow, or move around, ensure map accuracy with an easy-to-use Map Editor. Split a unit into two, or merge several units together with a few clicks. Save and view your changes on the leasing map, just moments later.



SYNC LEASING DATA

Along with showcasing available spaces, overlay leasing data on your map to display real-time details against the backdrop of your venue.

Allow leads to explore information such as:

-  Square footage
-  Competitor brands
-  Location status
-  Active tenants
-  Sales rep information
-  & more...

Allow leasing teams to explore information such as:

-  Active vacancies
-  Lease expiry
-  Ongoing construction
-  Pricing details
-  Units in negotiation
-  & more...

ONE MAP EVERYWHERE

Within the Mappedin platform, edit your property maps in one place and have those updates pushed live across all indoor mapping experiences, such as Directories, visitor-facing Web Map, and your Leasing Page.







FILTER & SORT

Enable unique filters and sorting for maximum flexibility and allow agents to display the data of their choosing, such as sorting by lease price to discover appropriate units for a client's budget.

REAL-TIME ACCURACY

Ensure the most up-to-date information is presented at all times. Connect the SDK to your leasing database via API to see real-time data update across the map.

ADDITIONAL SDK BENEFITS

-  Offline Mode
-  Developer Support
-  Follow-up Mode
-  Robust Documentation
-  RTL Text
-  Getting Started Guides



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MAP MANAGEMENT PLATFORM



CREATE DIGITAL MAPS

By leveraging automation and our professional mapping team, Mappedin can create maps at scale within our CMS.

- ⚙️ Convert 2D to 3D Maps
- ⚙️ Apply Styling & Location Data
- ⚙️ Geo-reference to Real-world Coordinates



MAINTAIN DIGITAL MAPS

Keep your maps up-to-date with access to our collaborative Editor tools, ensuring your mapping experience is always accurate.

- ⚙️ Manage Location Details
- ⚙️ Update Map Geometry
- ⚙️ Draft & Publish Changes



MANAGE YOUR VENUE DATA

Use the Mappedin platform as a source of truth for your location data or sync with an existing CMS.

- ⚙️ Location Details
- ⚙️ Map Geometry
- ⚙️ CMS Syncs & Integrations
- ⚙️ Manage Events



REVIEW VENUE ANALYTICS

Our Analytics Dashboard presents detailed reports on searches, category and language selections, device use, missed searches, and more.

- ⚙️ Visitor Intent
- ⚙️ Missed Searches
- ⚙️ Visual and Raw Data Export
- ⚙️ + Many Other Trends And Insights



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ANALYTICS DASHBOARD



ANALYTICS DASHBOARD

The Mappedin analytics platform displays valuable **metrics** and insights for your indoor mapping solutions, enabling you to make more informed business decisions that drive results and optimize your indoor spaces.



HOW IT WORKS

Mappedin Analytics is a comprehensive tool that displays detailed reports on what your property visitors are searching for, how they interact with various spaces, and their intent while visiting your properties. The Analytics Dashboard allows you to visualize map data in a variety of ways and covers sessions over time and context, user behaviour, search and location data, and more.



PRE-MADE DASHBOARDS

The Mappedin Analytics platform generates a pre-made dashboard with key metrics and visualizations on how users engage with your indoor space. The dashboard presents information in a digestible and user-friendly manner, and includes a variety of trends and insights.

TRENDS & INSIGHTS:

- Number of Sessions
- Length of Sessions
- Top Viewed Categories
- Top Viewed Locations
- Search Queries
- Missed Searches
- ...and more



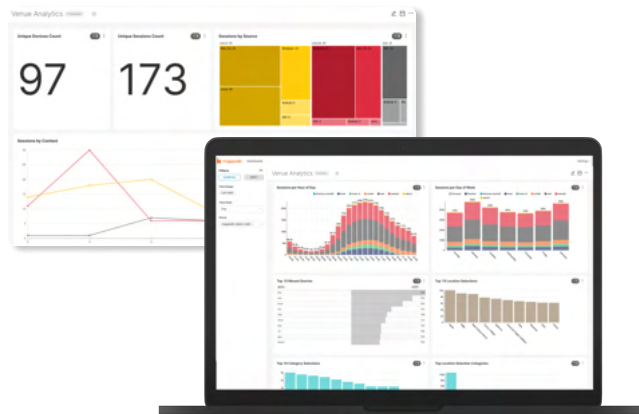
TOGGLE DATA SETS

Along with filtering data by specific time periods and Mappedin products, you can view map data and visualizations at a specific venue within your portfolio or for your organization at large. Filtering options accommodate for big picture reports as well as granular data collection.



FLEXIBLE DOWNLOADS

Dashboards and visualizations can be downloaded as images directly from the Analytics platform to easily pull into presentations or share across your organization. Alternatively, visual reports can be exported as .csv files and pulled into any software platform with ease.



www.mappedin.com/mapping/analytics



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ADDITIONAL RESOURCES

Case Studies

North & South America

Simon Property Group (click [here](#))

Macerich (click [here](#))

Cadillac Fairview (click [here](#))

Mallplaza (click [here](#))

Europe, Middle East, Africa

Sonae Sierra (click [here](#))

Canal Walk (click [here](#))

Blanchardstown Centre (click [here](#))

The Dubai Mall (click [here](#))

VIA Outlets (click [here](#))

Asia Pacific

QIC (click [here](#))

Vicinity Centres (click [here](#))

Ayala Malls (click [here](#))

Relevant Blog Posts

5 Benefits of Digital Maps in Shopping Malls (click [here](#))

Interactive Multi-building Navigation for Shopping Malls (click [here](#))

Blue Dot Navigation for Shopping Malls (click [here](#))

Feature 101: Directory Ads (click [here](#))

Feature 101: Mobile Pass (click [here](#))

Feature 101: Kiosk Metrics Dashboard (click [here](#))

Product 101: Mappedin Analytics (click [here](#))

Product Launch: SDK v5 (click [here](#))