



## **Ten Degrees™ Indoor Micro-location Technology Adopted by Panasonic Corporation**

- *Automagi, Inc. Licenses Ten Degrees' Indoor Positioning Engine to Panasonic Corporation*
- *Automagi, Inc to Provide Licensing and Technical Support to Panasonic*
- *Panasonic to Integrate own BLE Beacons with Ten Degrees' Technology*

**CEDAR RAPIDS, IA – JULY 21, 2016 – [Ten Degrees, Inc.](#)**, provider of the world's most accurate SaaS-based indoor micro-location (blue dot) engine and human motion data analytics, today announced that Automagi, Inc. has licensed Ten Degrees' indoor positioning engine to Panasonic Corporation. Starting in September 2016, Panasonic will begin to provide the indoor and outdoor positioning information solution using Ten Degrees' navigation engine to their corporate customers.

Ten Degrees, in which Automagi, Inc. has a strategic investment, has developed a core positioning and navigation engine that uses a patented dead reckoning, sensor fusion engine that utilizes the inertial-sensors and radios available in modern smartphones and IoT wearables. The sensor fusion engine results are enhanced with Bluetooth signals and indoor map information to synthesize a best-in-class human indoor location.

Automagi, Inc. and Panasonic Corporation have been closely working together to investigate the indoor positioning field since November 2013. The two companies have continuously demonstrated experiments to verify the performance of Ten Degrees' indoor navigation engine. With the successful results of the verification and the demand in the market, Automagi, Inc. and Panasonic have agreed to a contract to license Ten Degrees' indoor navigation engine.

Automagi, Inc. will be responsible for providing the license and the technical support to Panasonic. Panasonic Corporation will provide an indoor positioning solution using their own BLE beacons with Ten Degrees' navigation engine to their corporate customers. The solution will be used to improve business efficiency at smart building and smart manufacturing facilities by analyzing how

employees move and work. Automagi, Inc. is the exclusive sales partner for Ten Degrees in the Japanese market.

“We are excited to have Panasonic integrate our software-based location solution for factories and smart buildings in Japan,” said Jobe Price, CEO, Ten Degrees. “Our partnership with Automagi and Panasonic will continue to expand as manufacturers realize the advantage of using micro-location big data to optimize the performance of their most important resource, human capital”.

### **The Ten Degrees Solution**

- Indoor Positioning: Meter-accurate human location services
- Context Aware: Directional, velocity, pace, and intent information
- Navigation: Visual routing and wayfinding services to points of interest
- Statistical Analysis: Cloud and enterprise heat maps, area and route use, and timeline analytics
- Web Console: Collectively manage all set-ups such as a facility map and beacon strength

### **Supporting Resources:**

- [Ten Degrees Home Page \(English\)](#)
- [Automagi Product Page for Ten Degrees \(Japanese\)](#)

### **About Ten Degrees**

Ten Degrees provides indoor micro-location and human motion data analytics by using the sensors and radio receivers in modern smart phones and IoT wearable devices. Large-chain retail stores, smart manufacturing (Industry 4.0) sites, airports and hospitals are the primary users of these very accurate location and unique motion-based analytics. This data enables retail customers to maximize revenue and streamline operations around customer behavior and preferences, and provides real-time analytics to guide salespeople and generate mobile push promotions. Smart manufacturing sites gain important insights about worker behavior and operational efficiency to drive increased throughput, improve safety, situational awareness, security and asset tracking. For more information, visit [www.tendegrees.net](http://www.tendegrees.net).

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