

ZONEAWARE™

Precision Location-Based Services Platform

The ZoneAware platform takes location-based application and services delivery to a whole new level. Built on AirPatrol's Zone technology—the world's most accurate mobile detection and locating technology—enterprises, retailers, hospitals, property managers, and more, can dynamically and securely deliver applications and information to mobile devices in zones as precise as a 1.5 meter radius. Moreover, ZoneAware's context-aware features means you can deliver different information to different people within the same zone or across multiple zones.

Complete WiFi and Cellular Device Detection and Monitoring



High speed 3g and 4g cellular means more and more devices are staying connected via their carrier increasingly leaving WiFi-only solutions out in the cold. ZoneAware offers mobile device detection and locating for all mobile devices—both cellular and WiFi. With ZoneAware you see where all the devices are, not just a selected few.

Broad Coverage, Pinpoint Location Accuracy

With ZoneAware's patented AirPatrol Location Engine Technology (AP-LET), device location is accurate to within 6 feet (1.5 meters)—more than 10 times the precision of other locating systems—even across multiple buildings, floors and thousands of possible locations. With ZoneAware you can locate and track mobile devices across areas as large as a multi high-rise campus and pinpoint them within an area as small as an office or corner of a store.

The Need for Proximity: Beacons

AirPatrol incorporates the capabilities of positioning through sensors and proximity through beacons. Beacons use a Bluetooth standard known as "Bluetooth Low Energy" (BLE) to broadcast messages to any consensual device within a small tunable radius around the beacon. Using proximity, AirPatrol is able to offer services based on large zones to very small areas.

Make 3rd Party Applications "Location-aware"



ZoneAware's Connector APIs allow you to connect virtually any mobile app, or service to make it "location-aware" and trigger actions or information delivery based on the mobile user's identity, preferences and location. From mobile marketing and retail apps, to healthcare information tools and enterprise services, ZoneAware enables applications to deliver just the right information at the right time and in the right place.

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Create Context-Aware Hot Zones



Forget single or limited use LBS platforms, ZoneAware's "Hot Zone" technology enables multiple LBS services to be delivered within the same zone, or to multiple zones based on user identity, preferences and context. With ZoneAware you can deliver information and apps specifically tailored for each individual—even when they're standing next to each other—driving mobile engagement and improving your bottom line.

Powerful Mobile Analytic Data

ZoneAware also provides powerful analytics data that provides information such as types of devices in use, time, duration on site, device coordinates and even paths through the location and/or across multiple locations. By itself this is great information on where people go and what they do within a location, but when coupled with other data points such as sales data, demographics, network usage, etc., it's an incredible source of analytics information.



Inherently Safe and Secure



ZoneAware's roots are in mobile and network security, and its sister product ZoneDefense provides mobile device detection and security for government agencies and leading enterprises around the globe. As a result, ZoneAware has been developed to adhere to meet the most stringent security standards and protocols.

