

March 7, 2017



Inpixon to Participate in Panel at RetailLoco Event During South by Southwest 2017

Session will explore latest in retail innovation, location and cross device attribution

PALO ALTO, Calif.--(BUSINESS WIRE)-- [Inpixon](#) (NASDAQ:INPX), a leading indoor positioning and data analytics company, today announced that Chief Marketing Officer Soumya Das will be a panelist at the 2017 [RetailLoco](#) event taking place March 12, 2017 during South by Southwest® (SXSW®) at the Capital Factory in Austin, Texas.

Hosted by the [Location Based Marketing Association](#) (LBMA), RetailLoco is a day-long series of discussions that deliver insights and trends on the latest in mobile and location-based tools and techniques for retailers. The event will feature keynote speakers, panels on indoor location, proximity-based payments, in-store digital signage, push notifications, metrics, analytics, augmented and virtual reality, and more.

Das will join representatives from PlacelQ, Pandora, Geomarketing.com and Mobilest for a discussion entitled "Location & Cross Device Attribution." The panel will take place from 10 - 10:45 a.m. and explore the growing importance of location data and how to leverage opt-in user identification across devices and media types to deliver a harmonious user experience throughout different channels.

RetailLoco @SXSW

Date: Sunday, March 12, 2017

Time: 10 - 10:45 a.m. ET

Location: Capital Factory, 701 Brazos St, Austin, TX

To register for the RetailLoco event, please click here: <https://guestlist.co/events/445548>

Inpixon provides rich positional information and web browser-like intelligence for the indoors. Its patented technology finds all accessible cellular, Wi-Fi, and Bluetooth signals from mobile and Internet of Things (IoT) devices and collects them in a lightning fast data mining engine to deliver retailers and property managers unparalleled accuracy on important metrics like unique versus repeat visitor counts, dwell time by zone, and total journey.

To learn more about Inpixon, please visit: <https://inpixon.com/>

To schedule a briefing or connect with the Inpixon team please contact PAN Communications at: inpixon@pancomm.com or +1 (617) 502-4347.

About Inpixon

Inpixon (NASDAQ: INPX) is a leader in Indoor Positioning and Data Analytics. Inpixon

sensors are designed to find all accessible cellular, Wi-Fi, and Bluetooth devices anonymously. Paired with a high performance, data analytics platform, this technology delivers visibility, security, and business intelligence on any commercial or government premises world-wide. Inpixon's products, infrastructure solutions, and professional services group help customers take advantage of mobile, big data, analytics, and the Internet of Things (IoT) to uncover the untold stories of the indoors. For the latest insight on Indoor Positioning and Data Analytics, follow Inpixon on LinkedIn and @_Inpixon on Twitter.

Safe Harbor Statement

All statements in this release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Act, and Section 21E of the Securities Exchange Act of 1934, as amended. While management has based any forward-looking statements included in this release on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties and other factors, many of which are outside of the control of Inpixon and its subsidiaries, which could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not limited to, the fluctuation of global economic conditions, the performance of management and employees, the Company's ability to obtain financing, competition, general economic conditions and other factors that are detailed in the Company's periodic and current reports available for review at www.sec.gov. Furthermore, we operate in a highly competitive and rapidly changing environment where new and unanticipated risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise forward-looking statements.

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