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# **Inpixon's Enterprise Voice-User Interface Digital Assistant Helps Marketers Make Better, Faster Decisions**

## **VUI Technology Continues to Build on Inpixon's Indoor Positioning Analytics Platform, Joining 2018 Enhancements in Blockchain Technology and Artificial Intelligence**

PALO ALTO, Calif., Feb. 01, 2018 (GLOBE NEWSWIRE) -- Inpixon (NASDAQ:INPX), a leading indoor positioning and data analytics company, today announced that in addition to blockchain technology, it will use enterprise voice-user interface (VUI) technology to support its growing network of retail/marketing customers in making better decisions with deeper intelligence. Inpixon's Indoor Positioning Analytics (IPA) VUI will perform as a digital assistant for marketers, allowing them to make quick, hands-free decisions based on vetted, predictive information while providing a complete audit trail.

Through simple voice/speech commands, VUI makes direct human interaction with computers possible. The use of platforms such as Siri, Alexa, and Google Assistant have made VUIs modern household names. There is no monitor, no keyboard, no mouse — only an audio input/output device that functions just like a search engine, listening for keywords.

The technology itself is not revolutionary. However, uniquely built for the enterprise marketing space, Inpixon's IPA VUI digital assistant device will modernize meetings and brainstorm sessions. For example, envision Inpixon's IPA VUI listening or speaking through Alexa or Google Assistant in the middle of a conference table. During a conversation, Inpixon's device can be asked questions: "What were last month's sales in Toronto? How many new visitors came? How many new visitors do we project we will have next month?"

Inpixon's IPA VUI will speed up intelligence gathering, nearly instantaneous accessing company information and big data, predicting outcomes based on past information, and making suggestions to keep business moving efficiently and effectively. At the same time, Inpixon's IPA VUI maintains a written log of all queries, seamlessly reporting all statistics back to meeting attendees through an automated email.

"Accessibility to key metrics is vital to better decision making and VUI offers that advantage, therefore enterprise VUI is soon to become common in corporate meeting rooms," said Nadir Ali, CEO of Inpixon. "Inpixon's IPA VUI is based on simple, streamlined technology to which everyone already has access — all business intelligence (BI) big data systems will eventually head down this same path with us. What makes our position unique is that we are ready to help our customers make better decisions now, not tomorrow."

In addition to blockchain and VUI technology, the evolution of Inpixon's IPA will continue into

2018 with an artificial intelligence (AI) engine. See the story unfold at [inpixon.com](http://inpixon.com).

### **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 worldwide. 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, @InpixonHQ on Twitter, and visit [inpixon.com](http://inpixon.com).

### **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](http://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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