May 24, 2018

Inpixon to Demonstrate IPA Intelligence at STORE 2018 in Toronto, Canada

Visit Booth 236 to Learn How the Inpixon Indoor Positioning Analytics (IPA) Intelligence Solution Supports Retail and Marketing Industry in Creating Destination Experiences Catered to Customer Personas

PALO ALTO, Calif., May 24, 2018 (GLOBE NEWSWIRE) -- Inpixon (Nasdaq:INPX), a leading indoor positioning and data analytics company, today announced that the company will present live demonstrations of its Indoor Positioning Analytics (IPA) Intelligence solution in booth 236 at STORE 2018 on May 29 – 30, 2018 at Toronto Congress Centre in Toronto, Canada. Inpixon IPA Intelligence helps to secure, digitize, and optimize any retail location by using IPA Sensor technology to find all accessible cellular, Wi-Fi, and Bluetooth signals and a rapid data-mining engine to deliver visibility and industry-based intelligence.

Event: STORE 2018
Date: May 29 – 30, 2018
Location: Booth 236 // Toronto Congress Centre // Toronto, Canada
More Information: storeconference.ca

"We are thrilled to welcome Inpixon back to STORE 2018," said Kyle Tomlin, Retail Council of Canada Vice President, Events and Education. "As Canada's largest retail conference, we are proud to host top-notch exhibitors presenting the industry's most innovative technologies."

Traditional footfall counters and Wi-Fi-only systems are unable to provide the depth of visitor analysis and facilities usage provided by IPA Intelligence. While mobile device usage continues to grow, IPA Intelligence delivers retailers and property managers unparalleled accuracy with important metrics like visitor counts, dwell time, and customer journeys. IPA Intelligence also provides insight into operational efficiencies by showing the location of staff and visitors — allowing for location-based staffing levels — and creating omni-channel customer personas — allowing retailers to more efficiently engage with customers by learning their preferences.

"The most important area that retailers need to focus on in 2018 is simple: the customer. The key will be to build an omni-channel persona for each customer and translate the success of their online stores to onsite locations," said Nadir Ali, Inpixon CEO. "Online, if a customer abandons their shopping cart, the follow-up is automatic. But in a brick-and-mortar location, physical carts are left behind, items are picked up and discarded, customers browse and leave. There is no follow-up; those sales are lost. The beauty of understanding your customers and providing them with a destination experience catered to their persona is that it doesn't matter where they end up making their purchase (in the physical or online store), what matters is that the retailer gets the business. The key is to connect to the customer,

both online and offline."

Inpixon will provide live demonstrations of its IPA Intelligence solution at STORE 2018. To learn more about Inpixon IPA Intelligence, or to request a meeting with Inpixon during STORE 2018, fill out the form at inpixon.com/event/store-2018.

About Inpixon
Inpixon (NASDAQ:INPX) is a leader in Indoor Positioning Analytics (IPA). Inpixon IPA 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 location worldwide. Inpixon's products 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 IPA, follow Inpixon on LinkedIn, @InpixonHQ on Twitter, and visit inpixon.com.

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Source: Inpixon