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Inpixon Announces Customer Win With Cadillac Fairview, Capturing Untapped Data to Reinvigorate Retail Space

Pilot program set to launch at Cadillac Fairview Champlain Mall, identifying the customer journey and behavior

PALO ALTO, Calif.--(BUSINESS WIRE)-- [Inpixon](#) (NASDAQ:INPX), a leading indoor positioning and data analytics company, today announced Cadillac Fairview (CF) has chosen to implement Inpixon's Indoor Positioning Analytics (IPA) technology in their CF Champlain Mall location. With a heightened need for retail digitization, compiling and analyzing accurate data of the customer journey is paramount to better understand and serve incredible customer experiences.

"We're extremely proud to partner with one of the largest real estate operators in North America and Canada," said Nadir Ali, CEO of Inpixon. "This is a testament that the brick-and-mortar retail industry is embracing innovative technologies that enhance the retail environment. Cadillac Fairview is leading the charge and we're proud to support their vision."

Despite the retail challenges in 2017, businesses are fighting back through technological advancement in sensor-based indoor positioning, dynamic digital displays, machine learning, data analytics and social media integration, to name a few. This replaces the yesteryears dependency on traditional systems to collect visitor information, which was myopic, and only a fragment of the data detailing customer counts, dwell times, and repeat visits could be extrapolated.

By passively gathering data through cellular, Bluetooth, and wireless device detection, Inpixon IPA will aid Cadillac Fairview in discovering numerous data points, including mastering the customer journey to craft better business decisions.

"We're constantly prototyping new technologies to modernize our properties and offer our clients and visitors an engaging experience. In that search, Inpixon's IPA technology is a great find. It can provide in-depth insights into the indoors and ultimately refine the customer experience," said Cadillac Fairview Senior Director, Digital Marketing, Adam Benson. "This is an opportunity to assess the latest technology that can establish a foundation for comprehensive GPS-like data collection for the indoors."

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 [@InpixonHQ](#) 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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