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# **Inpixon to Enhance Its Indoor Positioning Analytics Engine with Artificial Intelligence to Strengthen Device Identity in the Evolving, Digitized Indoors of Security and Marketing**

PALO ALTO, Calif., Feb. 21, 2018 (GLOBE NEWSWIRE) -- [Inpixon](#) (NASDAQ:INPX), a leading indoor positioning and data analytics company, today announced that in connection with its 2018 product enhancement and development strategy, it intends to enhance its Indoor Positioning Analytics (IPA) engine by using artificial intelligence (AI) and machine learning to anonymously capture device identity, build a repository of device profiles and fingerprints, and offer intelligent solutions for enterprise security and marketing customers. Following this enhancement, Inpixon's IPA AI engine will assist in providing predictive, more accurate, bidirectional information to secure the indoors.

Inpixon's IPA AI engine will interface with disparate customer site data sources and the platform's locationing data. The AI engine will apply heuristic analytical algorithms to data that is accumulated over time, identifying new patterns in device and customer behavior, and deliver this information to customers and users via IPA and/or an application program interface (API) in real time.

For the security domain, IPA's AI analytics will be able to identify device behavior patterns on networks that are associated with existing blacklisted devices, analyze device behavior and, after pattern matching, predictively alert users to a potentially risky device. Inpixon intends to incorporate the use of blockchain technology in order to deliver the blacklisted catalog and risky behavior patterns to on-premises IPA components so that detection is near instantaneous.

"Inpixon's IPA to the power of AI will transform how device identities are captured, profiled, expanded, and managed," said Nadir Ali, Inpixon CEO. "This is more than machine learning — our application will be able to give you the information you are not even seeking yet. It will find correlations, offer solutions, and continue to refine over time. For our enterprise security base, the use of AI analytics in our IPA platform will allow it to identify behavior patterns and predictively quarantine eminent threats. The way that translates to the brick and mortar economic — from retail spaces to airports — is that the engine will be able to connect location data and analytic engine data, overlay it with big data, and deliver intelligence not possible until now."

By applying the same technology to the retail and marketing dimension, IPA's AI engine will give managers the ability to accurately predict and quantify variance in crowd movement patterns, footfalls, and revenue for store relocations and marketing campaigns, providing

Inpixon customers with the opportunity to monetize this intelligence in correlation with big data like dwell time, weather patterns, and demographics.

In addition to [blockchain](#), [voice-user interface \(VUI\) technology](#), and AI enhancements, the evolution of Inpixon's IPA will continue into 2018. 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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