Inpixon Announces Adding Video Camera Data Feed into Indoor Positioning Analytics

Inpixon Indoor Positioning Analytics Intends to Utilize the Existing Security Camera Infrastructure for Sensor Fusion to Gain Business Intelligence and Locating Devices

PALO ALTO, Calif., Nov. 02, 2018 (GLOBE NEWSWIRE) -- Inpixon (Nasdaq: INPX), a leading indoor positioning and data analytics company, today announced its development project which is intended to enable Inpixon's Indoor Positioning Analytics (IPA) Platform to ingest and analyze video feeds. The development further advances the company's sensor fusion capabilities.

Sensor fusion is the use of sensory data from multiple sources, combined into one comprehensive result for more accurate, complete, and dependable, business intelligence and security applications.

"IoT devices, security cameras and other data capture sensors are practically everywhere," said Nadir Ali, CEO of Inpixon. "The challenge is to filter the information captured by those devices, so it can be processed and analyzed in a meaningful way. Inpixon has extensive experience in radio frequency data fusion, which we believe we can leverage due to the similarities between radio waves and the light waves captured by CCTV cameras. By capturing, analyzing, and correlating image data captured in the myriad security cameras that are already installed in most buildings, combining it with our RF sensor data, and applying the data science which is included in our proprietary artificial-intelligence-powered analytics engine, we expect to be able to offer powerful insights about the indoors that we have not be able to offer previously."

"Location is the lynchpin," continued Mr. Ali. "To know what's going on in your building -- for security purposes, for sales or customer service purposes, or for applications like location-based marketing or augmented reality -- you must know the location of persons and electronic devices in your space. Inpixon's specialty is indoor positioning. The global indoor location market size is expected to grow from USD 7.11 Billion in 2017 to USD 40.99 Billion by 2022 according to MarketsandMarkets. Adding video feeds as an additional data source to our Indoor Positioning Analytics Platform is a natural fit that we believe will result in significant benefits for our customers and, in turn, Inpixon."

The development project commenced in October 2018. The company expects to announce further project updates periodically in the coming months.

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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Contact
Inpixon Investor Relations:
CORE IR
Scott Arnold, Managing Director
+1 516-222-2560
www.coreir.com

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