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# Inpixon Appoints Retail Industry Veteran Adam Benson as CTO

## **Inpixon Expands Roster to Further Enable Its Customers' Digital Transformation Initiatives Leveraging Indoor Positioning Analytics**

PALO ALTO, Calif., Sept. 25, 2018 (GLOBE NEWSWIRE) -- Inpixon (NASDAQ: INPX), a leading indoor positioning and data analytics company, today announced that Adam Benson is joining the company as Chief Technology Officer to lead Inpixon's engineering teams. Mr. Benson most recently led digital transformation initiatives at an Inpixon customer, one of the largest owners, operators and developers of retail and mixed-use properties in North America.

Mr. Benson's successes include the implementation of interactive digital advertising and wayfinding solutions; deployment of public Wi-Fi services at retail malls which included data analysis on behavior, customer profile management, and a Facebook advertising integration; prototyping of Internet of Things (IoT) sensors; and development of offline store visit attribution methodologies.

"We're excited to welcome Adam to the team! He is uniquely qualified to help Inpixon build on its recent successes in the fast-growing indoor positioning space," said Soumya Das, Inpixon's COO. "His deep experience in retail, technology solutions, and data analytics is a rare combination that will enable us to capture a dominant share of what MarketsandMarkets forecasts will be a whopping \$41 billion in just a few short years." (Source: [marketsandmarkets.com](http://marketsandmarkets.com).)

Inpixon's award-winning Indoor Positioning Analytics ("IPA") Platform uses radio frequency sensors to anonymously identify the indoor location of wireless devices, such as cell phones. IPA is then able to leverage an artificial intelligence-powered data analytics engine to reveal actionable intelligence, such as visitor counts and customer behavior patterns, and deliver this information to customers and users in real time. IPA helps retailers, property owners, businesses and government agencies to deliver superior customer experience and enhanced security.

"I'm thrilled to join such a talented and passionate team, with proven technology that benefits customers every day," commented Mr. Benson. "The potential for indoor positioning analytics and location-aware security solutions is extraordinary. I especially look forward to continuing the infusion of artificial intelligence and data analytics into everything we do."

### 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](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, Inpixon's ability to obtain financing, competition, general economic conditions and other factors that are detailed in Inpixon's periodic and current reports available for review at [sec.gov](http://sec.gov). Furthermore, Inpixon operates 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. Inpixon disclaims any intention to, and undertakes no obligation to, update or revise forward-looking statements.

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## Sources:

Indoor Location Market worth 40.99 Billion USD by 2022,  
<https://www.marketsandmarkets.com/PressReleases/indoor-location.asp>



Source: Inpixon