



MARKET NOTE

MIMOS Mi-Tuju Offers Simple and Scalable Indoor Positioning in Malaysia

Pranabesh Nath

EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: MIMOS Mi-Tuju Offers Simple & Scalable Indoor Positioning

Indoor geo-location technology is fast maturing into a viable solution that can enrich the user experience of consumers in a variety of ways. Technology vendors around the world are working on solutions that can integrate with existing infrastructure and applications of potential customers such as shopping malls and the hospitality industry.

In this market note we examine the Mi-Tuju solution from MIMOS Malaysia.

Key Takeaways

- MIMOS Mi-Tuju solution provides indoor location positioning and navigation, person identification, and traffic visualization.
- It's features include seamless indoor navigation, access control of public/private places, traffic & event management in a multi site platform.
- The solutions' biggest strength lies in its simplicity and ease of deployment in existing businesses such as shopping malls.

Source: IDC, 2017

MIMOS Mi-Tuju provides a unique solution in the indoor positioning market in Malaysia through its simple and easy to deploy product. With a growing number of use cases in consumer, enterprises, and industry applications, the Mi-Tuju solution could potentially serve a lot of unmet needs for businesses in Malaysia. The strengths and flexibility of Mi-Tuju are a good indicator of its potential success in the market.

IN THIS MARKET NOTE

Indoor geolocation or positioning is a fast-growing and novel emerging technology, with immense market potential across consumer, enterprise, and industrial applications. It has attracted both large corporations as well as start-ups in a bid to produce the best solution in the marketplace. The technology is at an early stage but has the potential to quickly mature, given the wide variety of research and development globally. Most solutions work by determining the location and direction of a person or product in real time. The technology can be either network-based (where the base stations extract location metrics in determining location), handset/device-based (the mobile device estimates its position from multiple broadcasting stations), or a hybrid of the two.

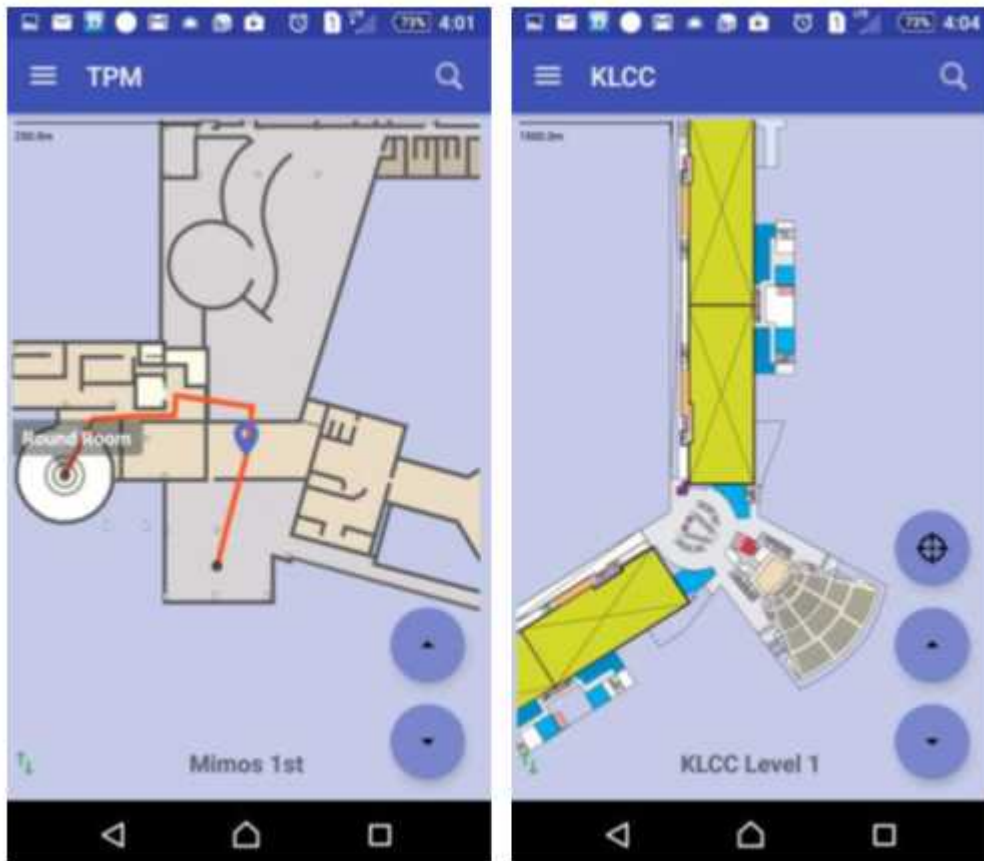
Commercial applications are numerous, ranging from warehouse shipment tracking, navigating a burning building for firefighters, to tracking people with special needs in hospitals. Similarly, applications in the consumer space include enhancing the retail customer experience, advertising and promotions, or tracking children who are away from visual supervision. The U.S. Federal Communication Commission is also planning to use indoor positioning to improve its emergency services in the future.

Major tech providers such as Apple, Google, and Microsoft are all exploring the use of different technologies that can provide such services, each with a slightly different target market. Key areas of development include the technology for navigation, the platform on which the service runs, and the base-maps that will make such solutions more viable. In addition, there are numerous smaller companies working on their own unique technologies and IP globally. Due to this high volume of activity and potential market applications, IDC expects indoor positioning solutions to quickly mature in the next two to three years.

Product Announcement Highlights

FIGURE 2

MIMOS Mi-Tuju: Indoor Location Navigation and Tracking System



Source: IDC, 2017

MIMOS Indoor Location Navigation and Tracking System (Mi-Tuju) provides indoor maps and location information for easy indoor navigation. For building operators, it tracks indoor visitors and provides visitor information. In the absence or lack of GPS signals indoors, Mi-Tuju leverages on WiFi and BLE signals to detect and track locations in real time. Mi-Tuju is developed on an indoor location platform, Mi-ILP. Mi-Tuju provides indoor navigation and a central web dashboard, Mi-MIST, for building operators.

Key Features

- **Indoor location positioning and navigation:** Mi-Tuju can accurately display a position in real time and navigate to locations of interest such as retail shops, ATMs, or facilities such as restrooms, lifts, and fire exits.
- **Nearby person identification and panic beacon:** Users who have the Mi-Tuju app can be immediately located and identified, and in an emergency, the app can send a panic beacon to the building operator.

- **Multi-indoor site support:** Site maps of multiple buildings/indoor sites are stored on the cloud and users can easily switch site maps on the app.
- **Indoor traffic visualization:** A widget-based dashboard with heatmap properties enables tracking of indoor traffic locations, visualization, and analysis.
- **User privacy protection:** Location analytics anonymize user data to protect the privacy of its users.

Key Benefits

- **Seamless indoor navigation:** With the Mi-Tuju app, visitors to malls and public service departments can easily pinpoint where they are indoors and know what is around and how to get there.
- **Access control of public/private places:** Visitors to malls and public service departments can be easily guided to locations of interest while keeping certain areas private.
- **Assisted traffic/event management:** For system administrators, a dashboard enables real-time user location visualization for easy traffic and event management.
- **Expandable multisite platform:** Mi-Tuju's site map library can be expanded and customized for different locations through the Mi-Tuju dashboard.

IDC'S POINT OF VIEW

Perhaps the biggest strength of the Mi-Tuju solution lies in its simple and easy to deploy model. The solution does not require special purpose equipment or proprietary platforms, and it can be thus easily deployed for various use cases. This means the solution is also low-cost compared with other solutions in the marketplace today. With a reported accuracy of 5 to 10 meters, it can also be customized and adapted to mobile apps of consumer-oriented businesses such as malls or hospitals, as well as in other sectors such as tourism, enterprises, and government. The strengths and flexibility of the Mi-Tuju solution are a good indicator of its potential success in the market.

LEARN MORE

Synopsis

Indoor geolocation services have a lot of potential globally as well as in Malaysia due to the convenience it brings to consumers and the added revenue potential to variety of players in the ecosystem. Although global tech companies are already working on similar solutions, many are currently focused on more mature markets such as the United States and Europe. With the market in its infancy in Malaysia, there is scope for pioneering vendors and service providers to capture a leading share in this market segment, provided the technology is easy to implement and provides value to the user.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

IDC Malaysia

Lot No. 6.01 A & B (West Wing), Level 6 Menara BRDB
285 Jalan Maarof Bukit Bandaraya
59000 Kuala Lumpur, Malaysia
60.3.2177.9288
Twitter: @IDC
idc-community.com
www.idc.com

Copyright Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit www.idc.com to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit www.idc.com/offices. Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights.

Copyright 2017 IDC. Reproduction is forbidden unless authorized. All rights reserved.

