Global Indoor LBS Market 2015-2019

Description: About indoor location-based services

Indoor LBS are used to track the location of an object or people within a building or a specific location, such as a university campus. It has a very limited range; hence, it uses only short-range wireless networks such as Wi-Fi and WLAN. In addition, indoor LBS requires a high level of accuracy to locate the position of the object or device. Therefore, it uses positioning technologies based on Wi-Fi, WLAN, UWB, Bluetooth, AGPS, MEMS, and other hybrid technologies. Indoor LBS is primarily used in universities, hospitals, stadia, shopping malls, government offices, airports, museums, convention centers, hotels, resorts, and parking areas.

The analysts forecast the global indoor location-based services market to grow at a CAGR of 29.7 percent over the period 2014-2019.

Covered in this report
The global indoor location-based services market can be segmented by geography into the US, Western Europe, China, India, Southeast Asia, Latin America, Middle East, and Africa. The report includes only individual consumers; it does not include consumers from the enterprise segment.

The report, Global Indoor Location-based Services Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. It also covers the global indoor location-based services market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key regions
- Africa
- China
- India
- Latin America
- Middle East
- Southeast Asia
- US
- Western Europe

Key vendors
- Apple
- Google
- HERE
- Micello

Other prominent vendors
- Beaconinside
- ByteLight
- Cisco
- Fastmall.com
- In Loco Media
- IndoorAtlas
- Insiteo
- Locamate
- LocusLabs
- Meridian
- Navisense
- Navizon
- NextNav
- Nimble devices
- Pointr
- Qualcomm
- Shopkick
- Walkbase

Market driver
- Provision for personalized LBS experience
- For a full, detailed list, view our report

Market challenge
- Lack of infrastructure for indoor LBS
- For a full, detailed list, view our report

Market trend
- Bluetooth powered beacon
- For a full, detailed list, view our report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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