

FOR IMMEDIATE RELEASE  
September 30, 2011

CONTACT: Emily Marshall  
Phone: 206-660-3304  
Email: Emily@pointinside.com

## **Point Inside, Inc. CEO to Speak at LocNav USA 2011**

*Josh Marti to discuss indoor navigation and the potential for coupons and advertising to monetize this model*



**Bellevue, WA — September 30, 2011** —Point Inside™, Inc. (www.pointinside.com) today announced that Josh Marti, CEO, will be speaking at TheWhereBusiness' annual LocNav USA 2011 Conference on October 18 in San Jose. This is the biggest navigation event in North America and has been running for seven years.

Marti will join two panels of industry experts. The first is in the opening session of the event titled *Beyond Navigation: More Than Just A to B*. In this panel Marti will discuss indoor navigation and the potential for coupons and advertising to monetize this model. The second panel is *Ubiquitous Location: Explore the Technology and Business Models for Indoor Mapping and Pedestrian Navigation*. In this session, the focus will be on generating revenue through various uses of indoor maps. Other speakers include representatives from TripAdvisor, Google, JiWire, BMW Group Technology Office, T-Mobile, Sony Ericsson, and eBay Local to name a few.

“LocNav is a great place to the find out about the latest and greatest advances in our industry,” said Josh Marti, CEO of Point Inside. “I’m looking forward to learning about new technologies and meeting companies that can help us enhance both shopper and retailer experiences.”

Point Inside recently announced both the Point Inside [Interact™](#) platform for retailers and a new version of the company’s free app [Point Inside for Shopping and Travel 3.0](#). Interact provides a back-end architecture for retailers to implement powerful location and indoor mapping features in mobile apps to help retailers engage their customers more effectively. Point Inside for Shopping and Travel 3.0 has expanded to include over 10 million points of interest and hundreds of thousands of special offers from retailers. Special offers, deals and coupons are available within malls and from millions of other national and local retailers.

Josh Marti has a proven record of designing, developing and bringing to market cutting-edge technology products. Currently, he is the Chief Executive Officer and Co-Founder of Point Inside whose mission is to connect shoppers, retailers and brands in a revolutionary new way. Point Inside was the first US company to bring large scale Indoor Mapping and Navigation services to market in 2009. Prior to Point Inside, Mr. Marti helped design Qualcomm's gpsOne infrastructure products, and was responsible for a number of wireless carrier deployments around the world. Mr. Marti has a B.S. in Electrical Engineering from Seattle University and sits on their EE & CE Advisory Board.

If you would like to attend the conference, mention Point Inside and receive 15% off your registration fee: <https://secure.thewherebusiness.com/location-and-navigation-usa/register.shtml>

#### **About Point Inside, Inc.**

Point Inside has transformed the shopping experience by enabling retailers to engage proactively with customers through their smartphones at every point along the purchase path. Mobile apps driven by the Point Inside Interact™ platform increase sales, loyalty and customer satisfaction from initial research and product discovery to the creation of shopping lists and in-store activities. This new level of customer engagement is made possible through Point Inside's patent-pending technologies in indoor mapping, micro-location services and customer engagement.

Point Inside also offers consumers a free mobile application, *Point Inside for Shopping and Travel.*, on iOS and Android devices. Users can quickly find stores, gates, kiosks, restrooms, elevators, escalators, and other guest services in over 1,150 malls and airports.

Founded in 2009 and based just outside of Seattle, the company is led by a team of executives with decades of experience developing mobile and location-based services (LBS) applications for companies such as Amazon, AT&T, Boeing, and Qualcomm. Additional details can be found at: [www.pointinside.com](http://www.pointinside.com); Facebook: [www.facebook.com/PointInside](http://www.facebook.com/PointInside); Twitter: [www.twitter.com/PointInside](http://www.twitter.com/PointInside).

###

#### **For more information, contact:**

Emily Marshall, Marketing Manager, Point Inside, Inc. at [Emily@pointinside.com](mailto:Emily@pointinside.com) or 206-660-3304