



# Mist and Purple Deliver Mobile Apps and Wayfinding

The Juniper wireless platform, driven by Mist AI, and the Purple platform offer a comprehensive and scalable indoor navigation system incorporating ahead-of-the-curve location-based indoor positioning, intuitive, easy to operate features for all users, and accessibility across multiple platforms.

## THE CHALLENGE

Large and complex venues such as hospitals, universities, exhibition centers and shopping malls face a similar challenge in which their visitors often struggle to navigate through these complex spaces. This can be particularly detrimental in the instances of hospitals, when navigating successfully can have a direct impact on the wellbeing of patients.

## THE MIST-PURPLE SOLUTION

The Mist-Purple wayfinding solution, which is a hybrid system that combines Wi-Fi, Geomagnetic Data Points, and virtual Bluetooth Low Energy (vBLE) beacons, allows visitors to quickly navigate complex venues, creating a more enjoyable in-venue experience. Whether that's through our mobile app, digital kiosks, or web-based solution, visitors can find their way from A to B.

We use vBLE beacons, Wi-Fi, phone sensors and geomagnetic positioning to accurately track a visitor's location indoors via a 'blue dot'. By utilizing the built-in magnetometer and other smartphone sensors, we can use the magnetic field inside buildings to pinpoint and track visitors within 1-3m. This means we can deliver turn-by-turn directions to visitors in your venue.

## Features and Benefits

### The joint solution benefits include:

- **Simple instructions and seamless experience** – Visitors are guided through campus/interior buildings with turn-by-turn directions and highlighted pathways
- **Tailored location-based engagement** – Location-based alerts allow businesses to inform visitors about events, daily activities, special offers and promotions based on their location in your venue
- **Manageable service** – Organize and segment your data so visitors can find relevant information about their destination and explore new points of interest within your space
- **Scalable alternative to hardware based systems** – through using virtual BLE (vBLE) beacons, Wi-Fi, phone sensors and geomagnetic positioning, less hardware is used, meaning integration with other technologies becomes more seamless, and the need for maintenance is reduced



# Solution Components

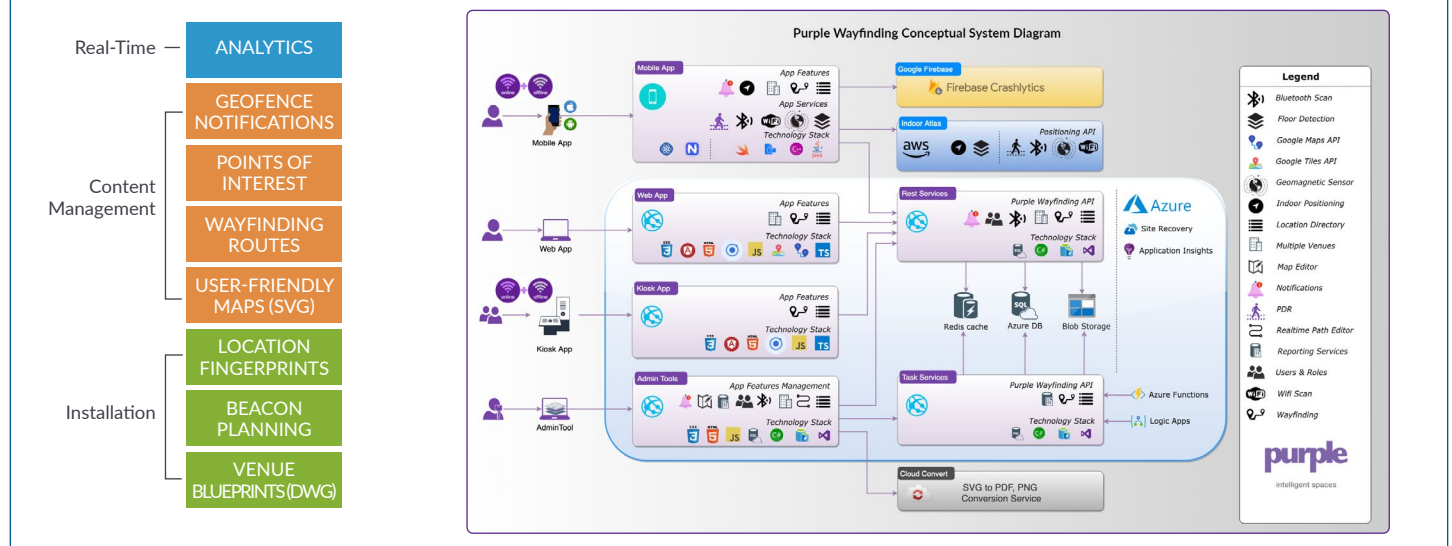
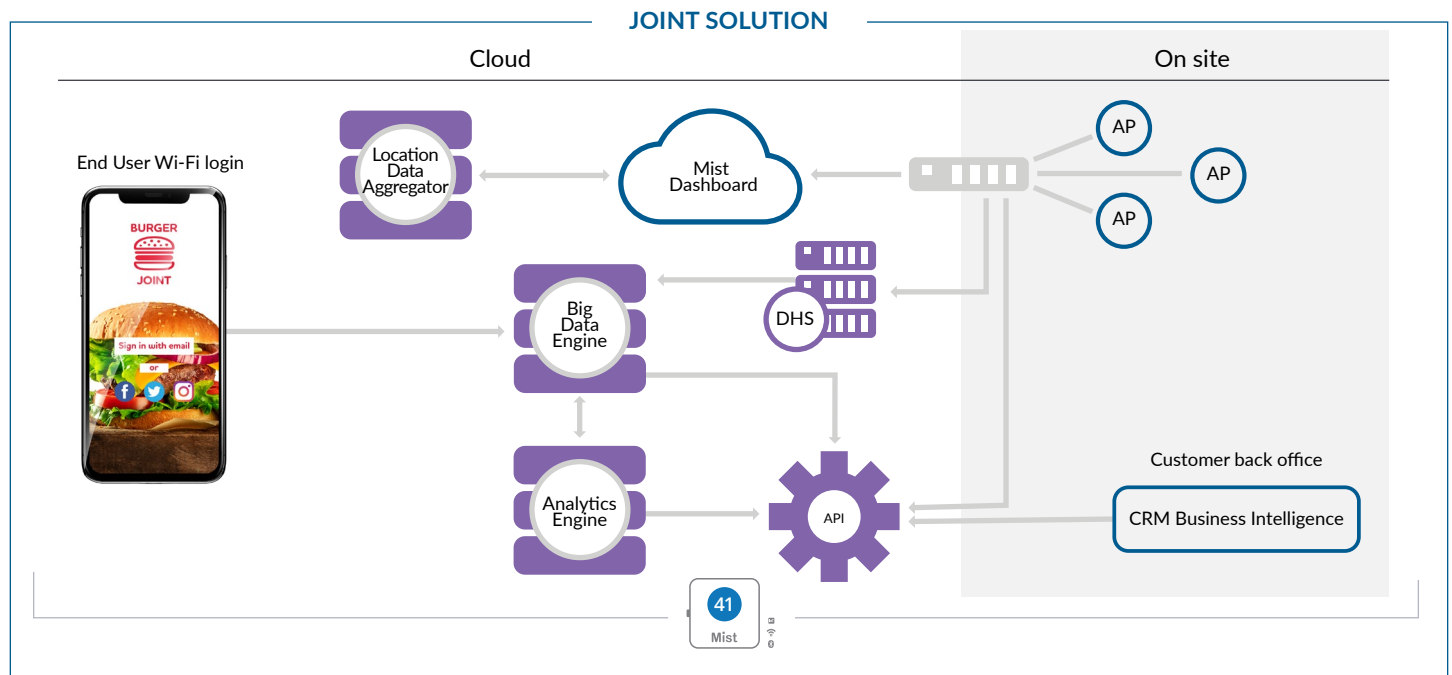
## The Mist solution includes the following components:

**Mist cloud** – All wireless deployment, operational, and management functions are handled via the Mist cloud, which delivers the following Wi-Fi and virtual Bluetooth LE services:

- **Wi-Fi Assurance** – Includes user service levels, anomaly detection, automated event correlation for troubleshooting, dynamic packet capture, policy configuration, guest WLAN access, and more
- **Marvis Virtual Network Assistant** – Provides natural language queries with integrated help desk functionality for rapid and simple root cause determination and problem resolution while realizing the self-driving network with its Marvis Actions framework
- **Mobile User Engagement** – Pushes location-based information to mobile users, such as turn-by-turn directions and proximity notifications
- **Asset Location** – Finds high-value resources such as shipping pallets, wheelchairs, security personnel, etc.
- **Juniper Access Points** – Deployed on premises for Wi-Fi, BLE, and/or IoT access

## The Purple solution components include:

- **Digital Maps & Kiosks** – Beautifully designed floor plans make navigating the most complex venues simple
- **Mobile App** – Precise indoor positioning and navigation in the form of an easy-to-use mobile app
- **Management and Analytics Engine** – Manage maps, points of interest, and more, all from one place
- **Location-based Messaging** – Create virtual boundaries to trigger real time messages to visitors based on their location
- **Web Solution** – Plan your route with digital maps and directions on any device using our web solution



The joint solution from Juniper Mist and Purple poses many use cases for enterprise businesses, including the following:

#### 1. Improve venue accessibility

Purple's Wayfinding helps visitors navigate from A-B, quickly and frustration-free for venues of any size or complexity with turn-by-turn directions via the use of our wayfinding app finding allows venues to become more accessible for visitors.

Whether it's helping new starters within an university, hospital or other large venue find their new rooms for orientation, or improving health and safety by aiding visitors in locating and directing visitors towards emergency exits, the Wayfinding app can be utilized. Businesses can generate and provide quick separate routes for emergency services and visitors to ensure the venue is accessible and removes the need for users to have to worry about where they need to go.

#### 2. Improve customer experience

In addition to improving a customer's experience through clear and concise guidance through a venue, businesses can also utilize the Wayfinding service as a virtual concierge service. The technology can be used to create a truly personalized feel for the guest through guiding them towards certain locations, creating geofenced areas that trigger location based messages when a user enters the area and highlights new offers, discounts, products, and even send out important updates about a section of the venue.

#### 3. Improve venue efficiency to be mindful of COVID-19, or to advertise products and promotional offers through your digital kiosks and mobile app to drive uptake in-store spending.

Businesses can utilize their indoor navigation app and make the most of their venues by controlling the flow of visitor traffic. This can be utilized to automatically push out updates to wayfinding applications (kiosk, web and/or mobile) so that routes no longer include certain entrances or exits, taking away the need for human interaction when attempting to relay the message.

Alternatively, businesses can use this as a unique advertisement opportunity. By analyzing visitor journeys, is it possible to pinpoint the most popular pathways. This data can then be used to understand optimized routes and the best position for product placement.

## Summary

### Combine AI-Driven Wireless from Mist with Wi-Fi analytics, wayfinding and marketing automation from Purple to Elevate User Experience

Businesses who are looking for ways to engage with their customers, encourage spend and stimulate growth will benefit from leveraging the Mist and Purple joint solution. The Wi-Fi analytics, wayfinding and marketing automation platform can provide value for businesses by collecting real-time analytical data, gaining actionable insights and addressing key pain points such as maneuvering indoor navigation. Businesses can also generate ROI through monetising the service, which poses a clear advantage over traditional guest Wi-Fi solutions where the business gets nothing in return for providing free Wi-Fi. With a presence in Healthcare, Hospitality, Retail, Stadiums, Education, Transport and Finance- the joint solution can provide a heightened customer experience in a number of verticals.

#### Next Steps

To learn more about the joint Mist-Purple solution, please contact your Purple or Mist representative, or visit [www.purple.ai](http://www.purple.ai) and [www.mist.com](http://www.mist.com).

#### About Mist

Mist built the first AI-driven Wireless LAN (WLAN), which makes Wi-Fi predictable, reliable, and measurable and enables scalable indoor location services like wayfinding, proximity messaging and asset visibility. In addition, Mist's AI technology plays a key role in bringing automation and insight across the full IT stack, delivering seamless end-to-end user experiences and substantial IT cost savings. In 2019, Mist was acquired by Juniper Networks and operates as a business unit focused on the AI-Driven Enterprise which combines Mist's next-generation Wireless LAN (WLAN) platform with Juniper's best-in-class wired LAN, SD-WAN and security solutions to deliver unsurpassed end-to-end user and IT experiences. For more information, visit [www.mist.com](http://www.mist.com).

#### About Purple

Purple helps businesses transform their physical venues into intelligent spaces.

Purple is a powerful and secure platform, with features such as social login, enhanced social media interaction, family friendly content filtering and real time insight and analytics from data capture, predictive analytics, and engagement, to helping customers quickly navigate complex venues, they are the Google Maps and Analytics of the physical world. With over 140 million users worldwide across 50,000 venues, Purple works with a number of brands including McDonald's, Walmart, AENA, Merlin Entertainments, Miami Heat, Michael Kors, and more. Purple employs over 100 full-time staff with offices in the UK (HQ), US, Chile, Spain, and Australia. Purple also has an active partner base of 2,000 in over 100 countries.

Learn more at [www.purple.ai](http://www.purple.ai)