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MAPPING SOFTWARE LOCATES CEREAL ON A SHELF IN A SHOP

 RETAIL

Add-on app from an Israeli startup offers retailers window into shopping habits

Spotted: Israeli startup [Orient](#) has created mapping software to help people find their way through buildings. Like GPS — only for indoor use — the Add-on app makes it easier for people to navigate shops, malls, hospitals or really any building.

The Add-on is sold to app developers on a monthly licensing model. Imagine a mall, for example, offers visitors an app to help them find their way around. Adding Orient to the app guides them to stores and even shelves that sell particular products.

Using the earth’s magnetic field and sensors in smartphones, the technology can pinpoint a person’s position within three feet. Due to the stability of the magnetic field, it is effective in any building, [Orient CEO and co-founder Mickey Balter](#) said. “With our system retailers can control and influence the shopper in the store, the same way Google maps controls how we drive to work every day,” he explained.

The data produced by the service shows retailers and other businesses exactly how customers move around and where they linger.

Orient has received more than **\$2 million** in seed funding.

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Website: www.orient.me

Contact: www.twitter.com/orient_me

Takeaway:

Oriient is a good example of the latest generation of location services that provide indoor navigation. There are a handful of other services that also tackle indoor positioning. But Oriient goes further by allowing retailers to tailor the navigation service to pinpoint the exact location of any product. The service was recently selected as one of six startups to receive support through the [John Lewis Partnership JLAB retail innovation programme](#).