

**500M**  
BLE beacon  
shipments by 2021

**\$15B USD**  
in RTLS and asset tracking  
market in 2021

ABI Research's Location Technologies market intelligence uncovers new data, trends, and forecasts that extend beyond the traditional outdoor positioning and navigation systems. Our extensive coverage, which includes data, trend, and forecast reports, examines the foundational building blocks of location ecosystems, as well as the potential deployment prospects in the smart home, smart city, health, retail, automotive, Industrial IoT, AR/VR, in-building location, navigation, asset tracking, beaconing, and robotics markets. We aim to provide technology implementers with authoritative insight to help them discover and shape new uses cases and opportunities in emerging IoT markets.

## TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- What new use cases can my company create through our location and tracking technologies?
- How can my company's products help retailers capitalize on indoor location technologies?
- What new deployment opportunities in new and emerging IoT markets best suit my company offerings?
- How can my company expand beyond traditional outdoor positioning and navigation systems to tap into new IoT markets?
- How can my retail store benefit from location-based advertising through attribution and retargeting?
- How can my retail store use proximity technology to engage customers outdoors?
- Who are the location technology innovators, and why?
- Which location and tracking technologies companies should my company partner with to enhance the store's advertising and marketing initiatives?
- Where does my company fit in the location technologies competitive landscape?
- What technologies should my company consider moving from navigation-centric to Location as a Service (LaaS)?

## COVERAGE AREAS

- Indoor location technologies
- Asset tracking technologies
- Indoor navigation systems
- Outdoor advertising
- Omnichannel retail
- Mobile advertising
- Consumer and public services
- GPS
- Hybrid location technologies
- Outdoor location technologies
- Cellular technologies
- LTE-direct
- Wi-Fi direct
- Low power wide area networks (LPWAN)
- Radio-frequency identification (RFID)
- Ultra wideband (UWB)
- LED
- Visible light communication (VLC)
- Beacons
- Sensor fusion
- Camera technologies
- Real-time location systems (RTLS)
- Geographic information systems (GIS)

## KEYWORDS

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- Low-Power Wide-Area Networks (LPWAN)
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- Beacons
- Sensor fusion
- Camera
- Real-time location systems (RTLS)
- Geographic information systems (GIS)
- Proximity platforms
- Location as a service
- Location intelligence