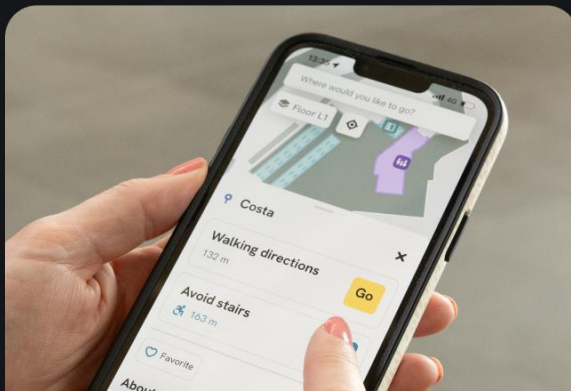
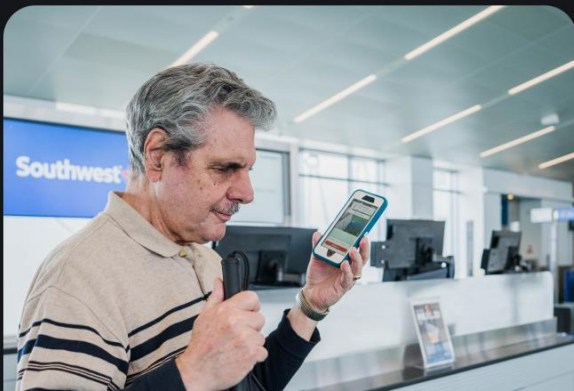
 **GoodMaps** January 2025

Enhancing Indoor Way Finding & Accessibility with GoodMaps



THE PROBLEM & OPPORTUNITY

Too Many People have Difficulty Quickly, Efficiently, & Safely Navigating Complex Indoor Spaces



- ❌ Indoor wayfinding is predominantly supported by inaccessible, analog signage that has not evolved with technology.
- ❌ Persons with disabilities, special needs, aging adults, non-English speakers, tourists, & first responders must often rely on others to support their journey.
- ❌ Lost revenue, increased costs, fines, safety concerns, and poor customer experience.

Companies need a new way to meet regulations, improve safety, and enhance the customer experience.

THE SOLUTION

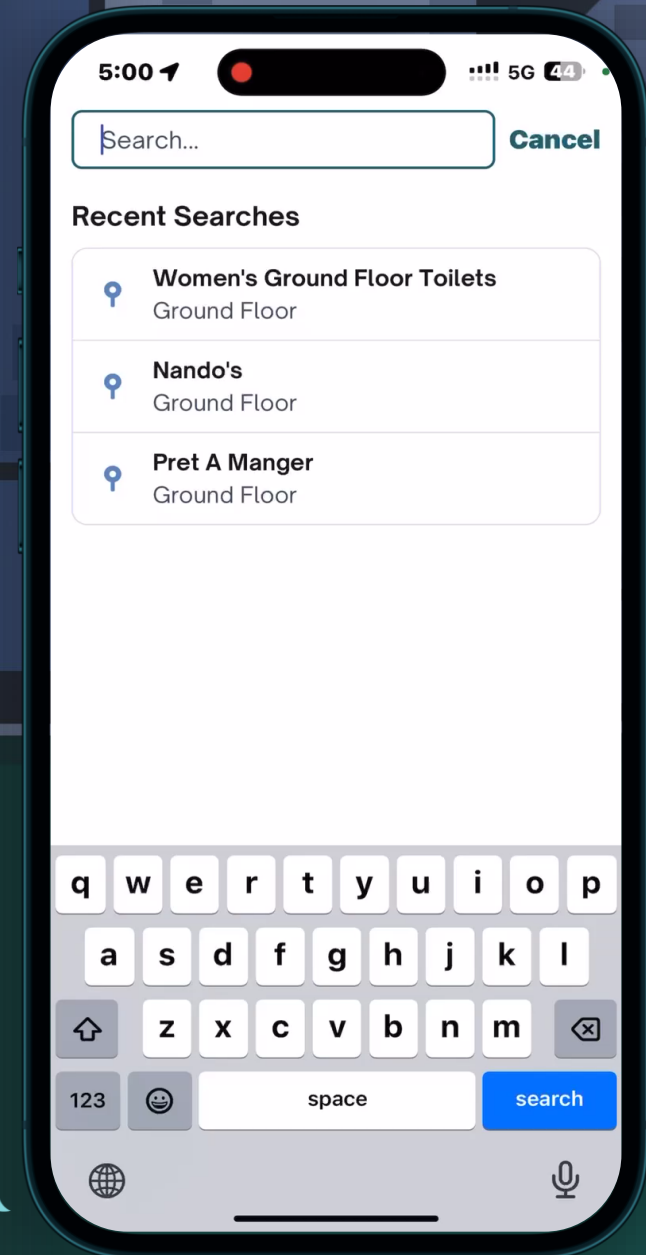
GoodMaps

Our indoor digital mapping, patented infrastructure-free positioning, and accessible navigation, is transforming how people experience indoor spaces – making them inclusive, safe, and easy to navigate.

As seen at the Olympics on



[Click Here for Video of Navigation Experience](#)



THE ADVANTAGE

GoodMaps: Patented Technology



Industry-Leading US Patented Accuracy

25 cm accuracy 80% of the time; < 1m 100% of the time.



Compliance

Achieve compliance across PSED, the Equality Act, the EAA, EC1107, and ADA.



Infrastructure-Free Positioning

No hardware, beacons, or QR codes to install or maintain.



Multi-lingual App Experience

GoodMaps app provides audio directions, visual maps, and textual information in 19+ languages to meet Title VI requirements



Accessible, Realtime Indoor Navigation

Free app or SDK with audio, visual, haptics, & augmented reality. Peer-reviewed research & testing by 200+ users across 5 disability groups

Successfully Meet Accessibility Requirements with GoodMaps



- 2023 – 4 station pilot; 2024 full system adaptation 20+ stations
- Meets current UK Public Sector Equality Duty (PSED) requirements
- Meets EU Accessibility Act requirements taking effect June '25

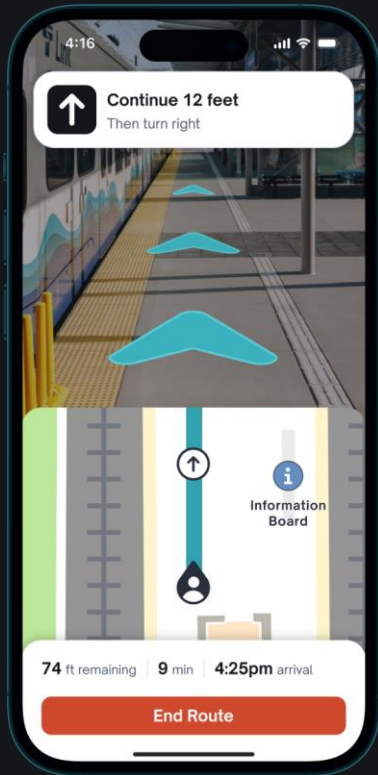


- 2023 – 2 station pilot; 2024 added 5 stations; 2025 target growth to 30+
- Helps meet ADA, Title VI, and Web Content Accessibility Guidelines (WCAG) 2.1 standards in US



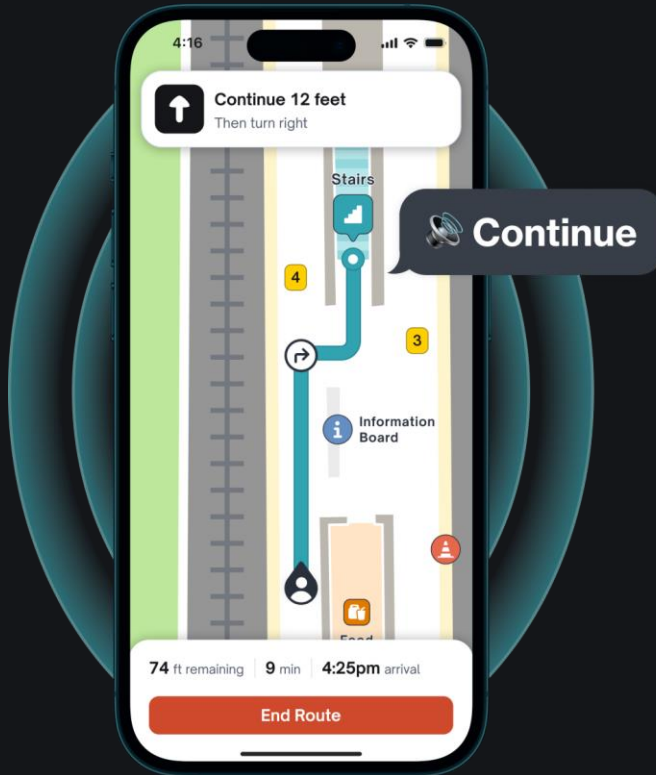
- 2024 – 2 station pilot in Ottawa; 2025-2026 potential for country-wide deployment to 400+ stations
- Meets CAN/CSA-B651 Standard and Accessible Canada Act requirements

An Experience for Everyone...



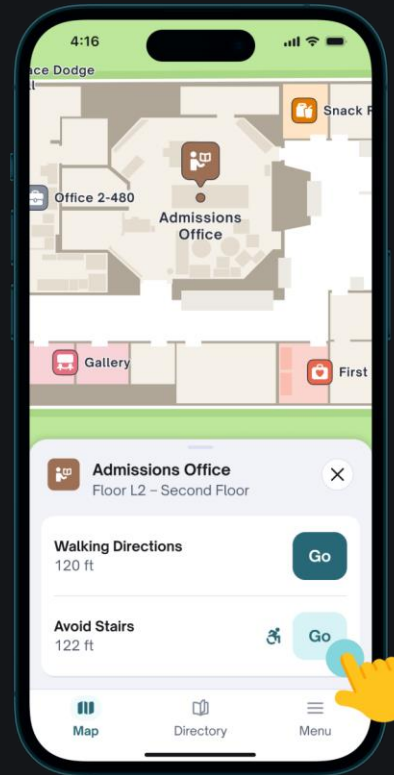
Sighted Users

Augmented-reality based navigation for an intuitive experience.



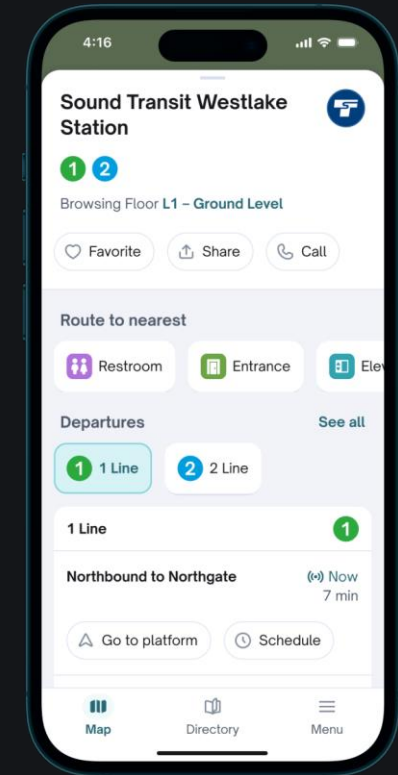
Blind Users

Audio and haptic cues guide the user to their destination.



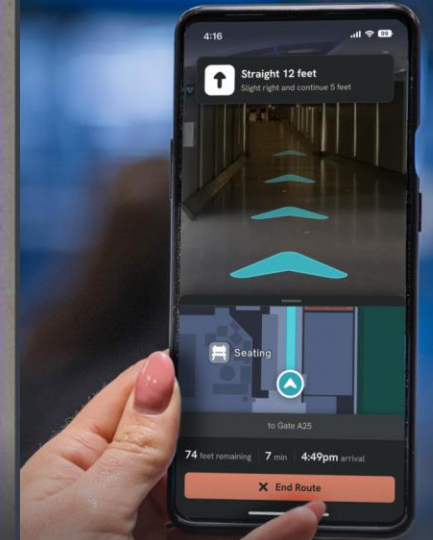
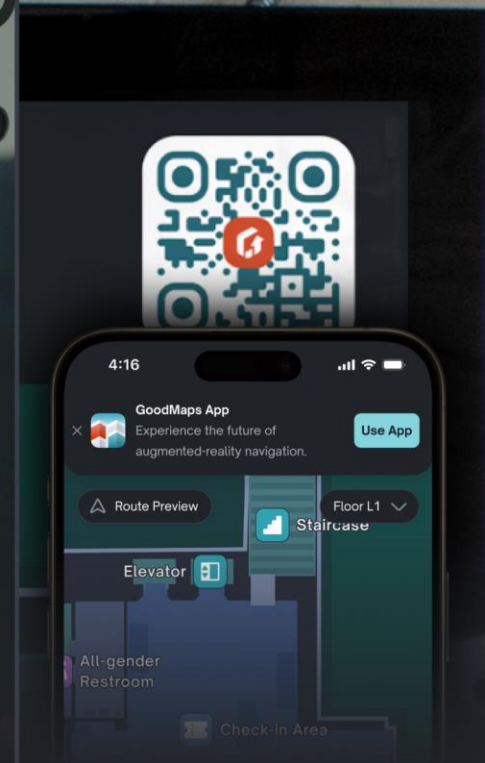
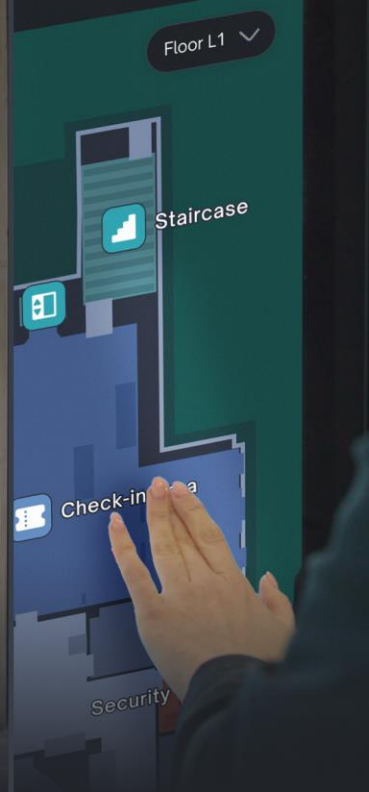
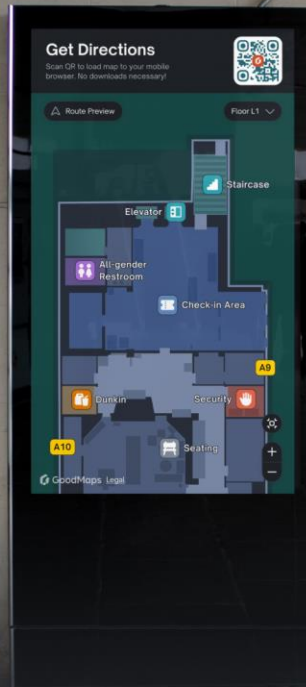
Reduced Mobility Users

Navigation routes the user away from stairs/escalators and towards step-free friendly features.



Deaf Users

An exclusively visual approach specifically designed for hearing loss audience.



GoodMaps Web – No App Required

A passenger arrives at the airport and is looking for directions to their gate.

They notice a kiosk with a map of the airport, powered by GoodMaps Web.

Passenger interacts with the kiosk and finds their gate.

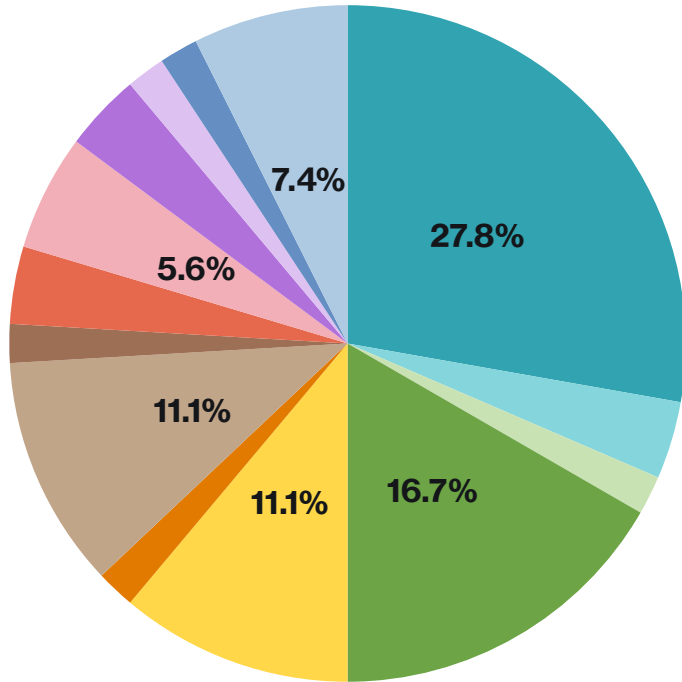
They then scan a QR code which instantly loads the map to their mobile browser with no downloads needed.

Passenger wants step-by-step directions, so they install GoodMaps App and navigate to their gate, stress free.

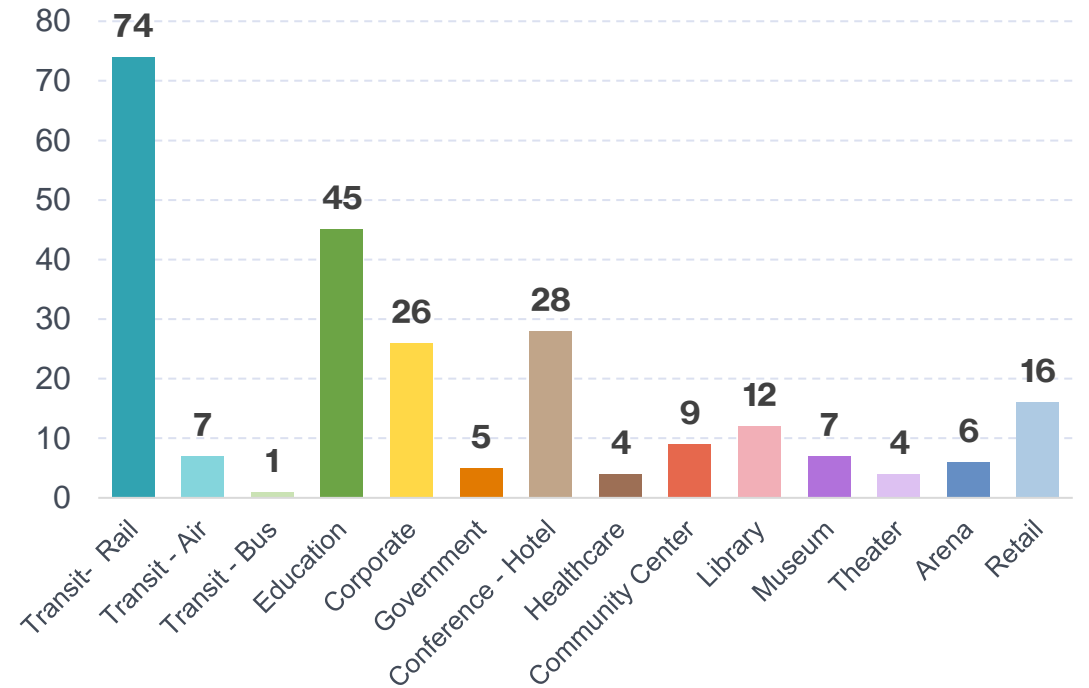
GoodMaps Serves Customers Across Industries

Building Sector

- Transit - Rail (74)
- Transit - Air (7)
- Transit - Bus (1)
- Education (45)
- Corporate (26)
- Government (5)
- Conference - Hotel (28)
- Healthcare (4)
- Community Center (9)
- Library (12)
- Museum (7)
- Theater (4)
- Arena (6)
- Retail (16)

































Number of Venues by Sector



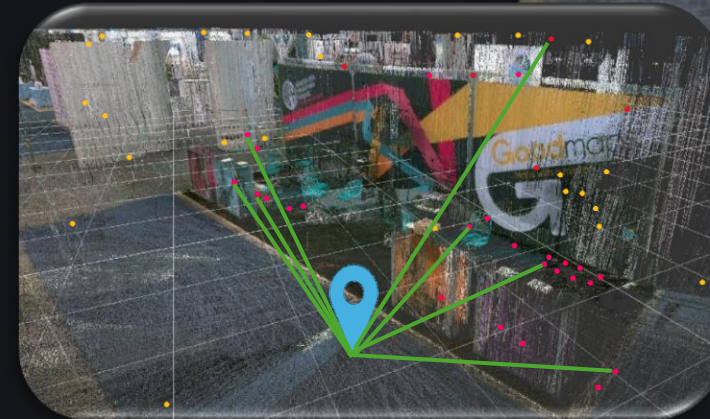
INDUSTRY LEADERS

Notable Customers Across Rail, Air, Corporate, & Education

GoodMaps Process

- Capture video/images during a walk through.
- Train a computer model on all the captured frames.
- Model abstracts feature points from imagery.
- Model knows where you are based on angle of points.
- [Mapping Process Video](#)



OUR APPROACH & TIME TO IMPLEMENT*

Implement GoodMaps in Your Location



WEEK 1 Onboard

- Schedule kick-off
- Review project scope & milestones
- Introduce Customer Success Manager

WEEK 2-6 Map

- Onsite scanning
- Offsite Map Production
 - Drawing, Tagging, primary & secondary QC
- Final Review GoodMaps Studio
- *Length depends on venue size & GoodMap's queue

WEEK 7 Go Live

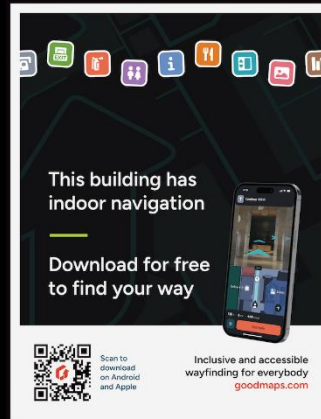
- Activation call w/Customer
- Provide GoodMaps marketing materials for venue
 - Signage, decals
 - Social media package
- Market to passengers
- Publish Map

WEEK 8 Monitor Success

- Monitor Map Health
- Track usage & route ratings
- Monthly reports & customer check-ins
- Ongoing support and account management

Raising Awareness about GoodMaps in your Location

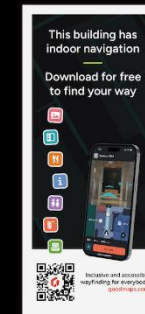
GoodMaps provides a venue toolkit for clients that includes blogs, social media post templates, press release templates, accessibility statements for your website, and physical signage you can use to promote the newly available service



Poster – 8.5×11”



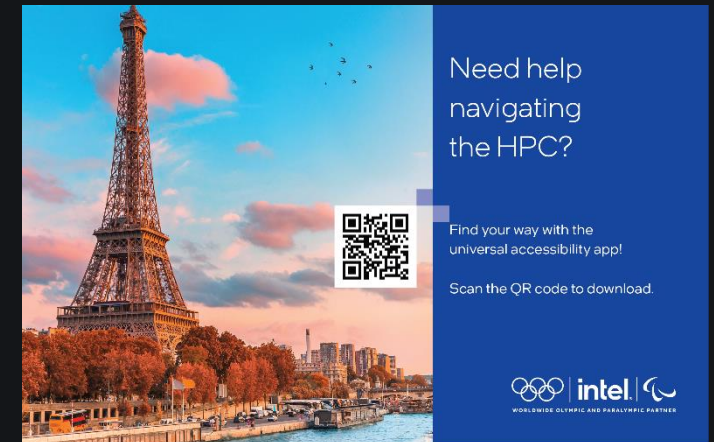
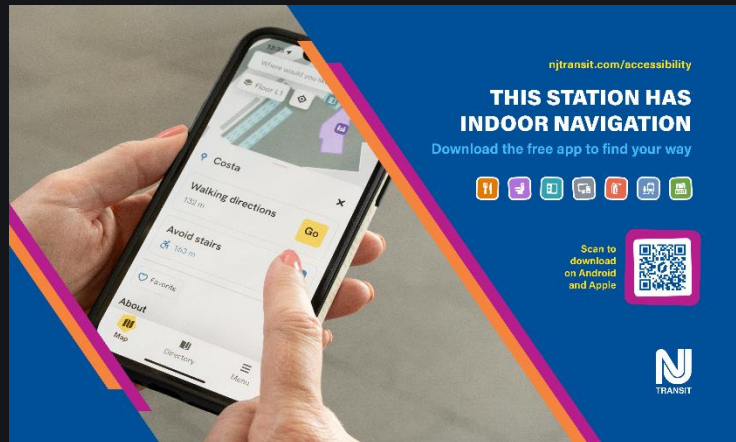
Tabletop Sign – 5.5×8.5”



Flyer – 3.75×8.25”



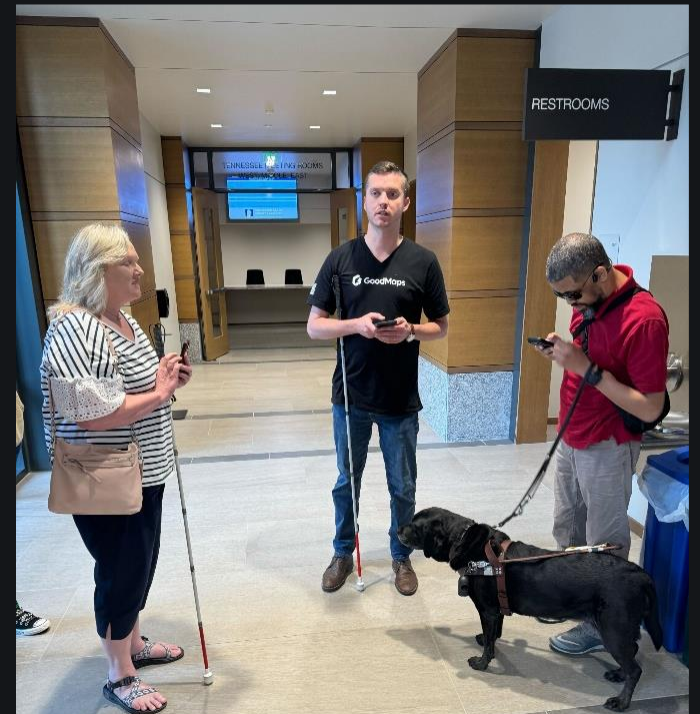
Sticker – 5×5”



COMMUNITY

Engaging the Community

- GoodMaps works with partners to engage local community groups to test the new GoodMaps service.
- Groups to engage from an accessibility perspective:
 - Local Accessibility Committees
 - Guide Dogs
 - ACB/NFB/AFB
 - Local vocational rehab groups
 - Deaf and Autism groups
- GoodMaps Kevin Kline, Community Engagement Representative, works closely with the non-profit and community groups to raise awareness and share about new GoodMaps locations.



Managing Your Data: GoodMaps Studio

GoodMaps Studio is a digital, indoor map editing platform designed to enable venue owners to manage their maps in real-time.

Studio Benefits:

- Provide access to building managers to keep maps up to date.
- Provide access to local first responders and police for access to maps.
- Provide app access to internal team via private login to access internal only map.
 - Coming in September
- Login at: [GoodMaps Studio](#)

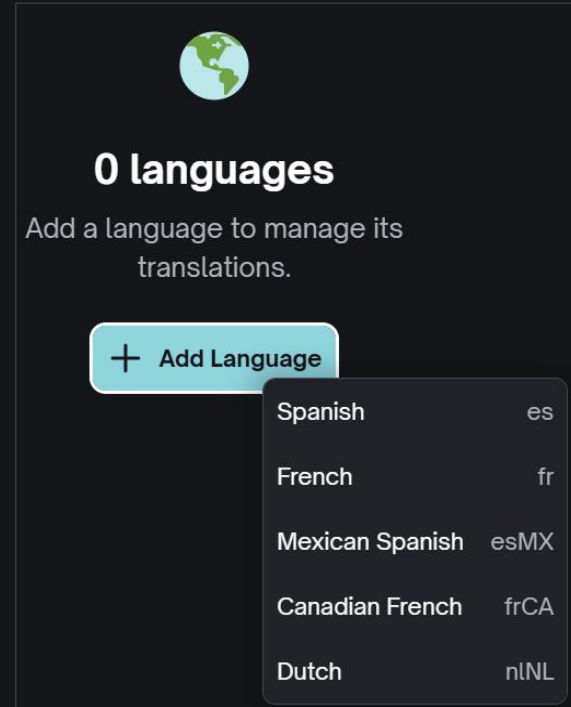


Multi-Language Support through GenAI

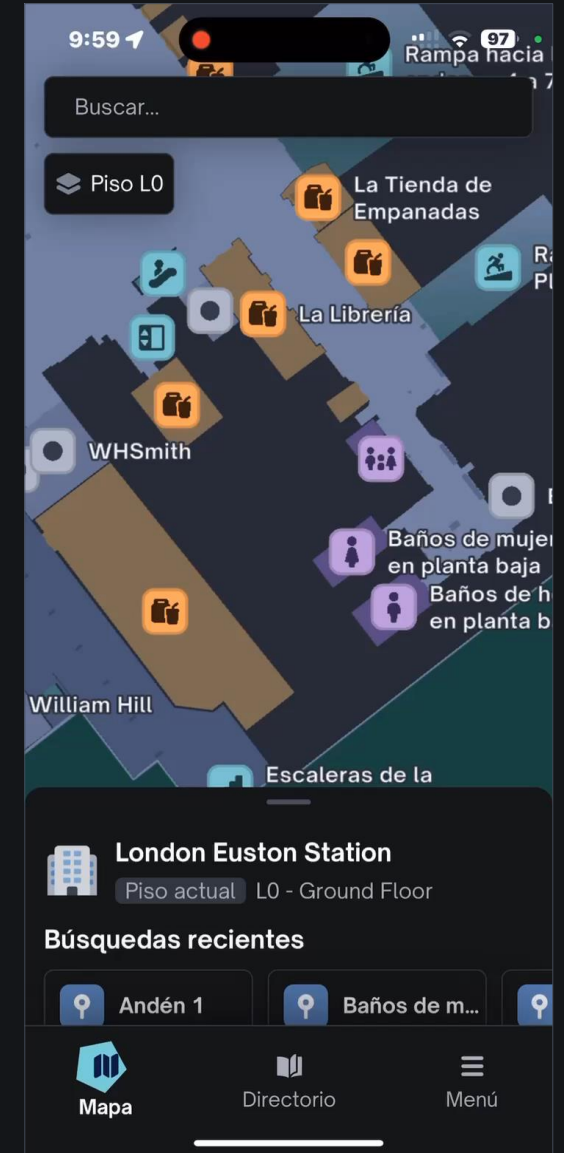
GoodMaps Studio allows you to translate your points of interest with a click of a button!

Current supported languages: English, French, Spanish, Mexican Spanish, Canadian French, Dutch, with Arabic, Vietnamese, Korean, Tagalog, Russian, Simplified Chinese, to be added by Q1 2025.

Translations include the map, app interface, and the speech to text with AI voice translations.



English		Dutch	
ID	Name	Name	Translating (55/85) Publish All
8D340A5	Access Gates	Toegangspoorten	
FE73596	All-Gender Accessible Toilet	Toegankelijk Toilet voor Alle Geslachten	

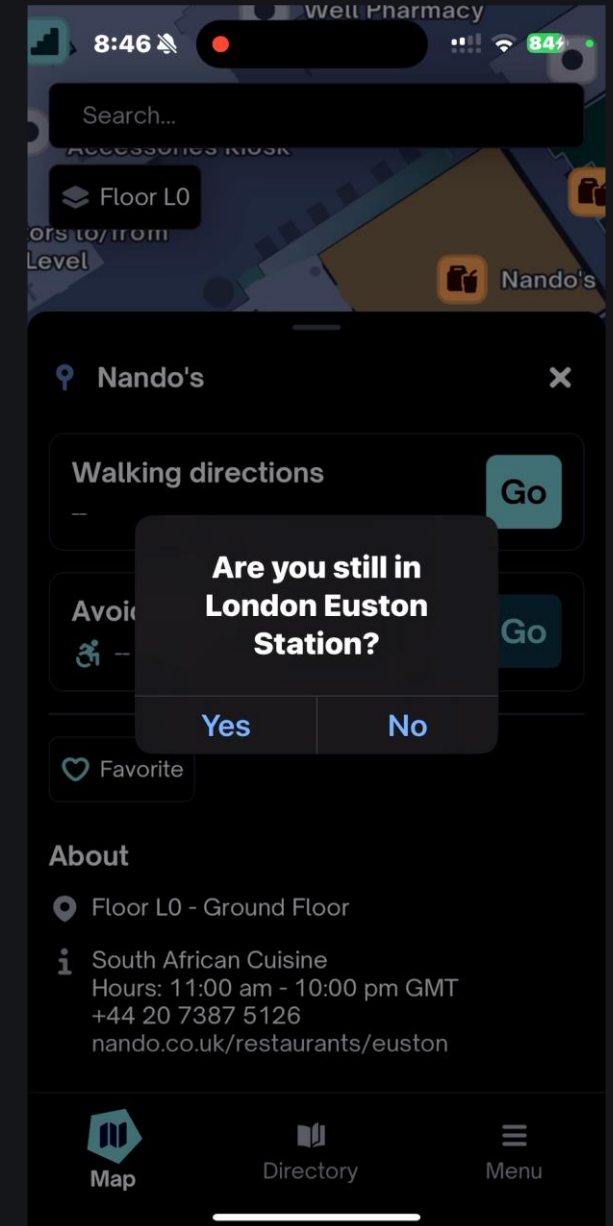
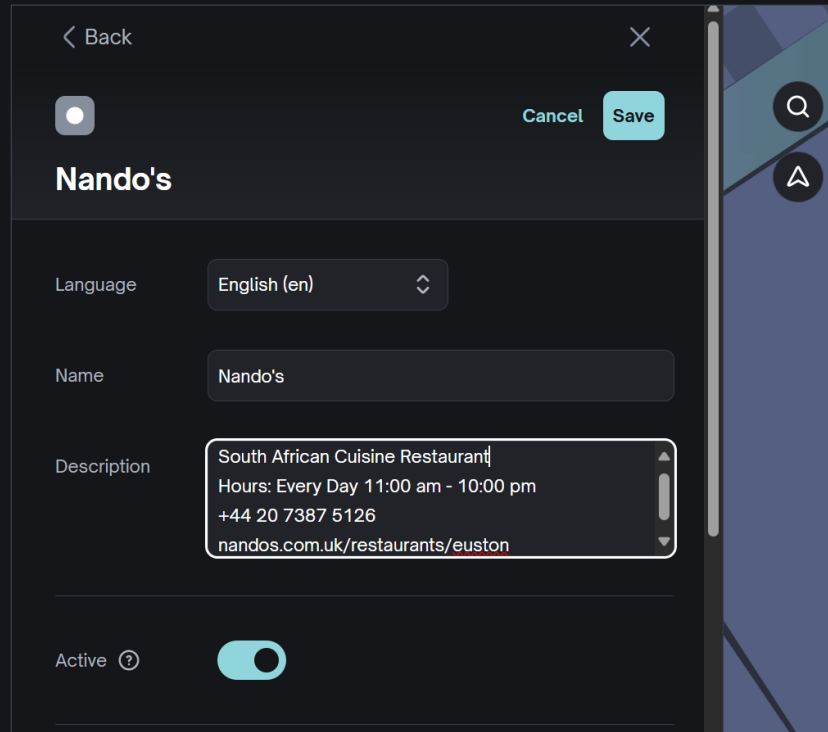


Detailed Descriptions for Points of Interest

GoodMaps Studio allows you to add additional information to your points of interests within your building.

Detailed Description Use Cases:

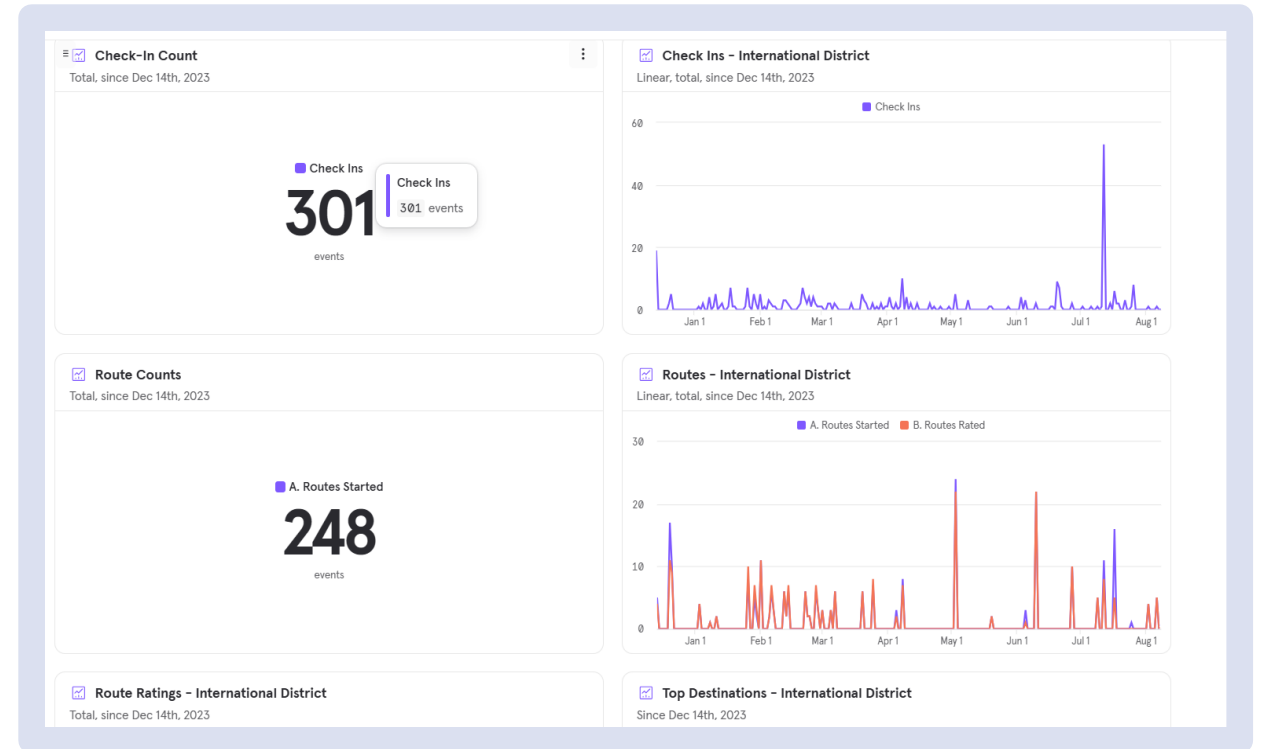
- Add information like store hours, websites, phone numbers.
- Add detailed descriptions of exhibits or artwork to be read via audio or visually to users.



USAGE

Usage Reports

GoodMaps provides clients with usage reports that include data to include: # of routes, # of check-ins, top destinations, route ratings, screen reader usage, step-free routes, and device type.



Commercial Arrangement

**Based on public square footage of the building.*

Implementation (CapEx)

- Walk through building with LiDAR scanner to collect LiDAR and 360-degree imagery (travel included for scan visit)
- Collect detailed point of interest data
- Develop, map, and tag the digital map with all point of interest data.
- Train map on computer vision model for navigation.
- Transfer digital maps onto the secure GoodMaps Studio platform and the accessible GoodMaps end-user application
- Test the map via the GoodMaps app
- Provide training and materials on how to use GoodMaps Studio and GoodMaps app
- Provide marketing materials and venue portfolio toolkit
- Provide Account Management for onboarding and support

Yearly License Subscription (OpEx)

- Unmetered end-user routing throughout your location
- Unlimited updates to your digital map through GoodMaps Studio
- Unrestricted access to GoodMaps' SDK and API functionality (available 2025)
- Secure and high-availability cloud-based data storage of your digital map
- Customer and technical support to both users of the GoodMaps app and GoodMaps Studio
- Access to all GoodMaps app feature updates during the subscription year.
- Modification to digital map by a GoodMaps technician
- Where a structural change has occurred necessitating a physical re-scan, a complimentary re-scan of up to 10% of the total mapped area, as a one-time service, per subscription per year

MARKET DIFFERENTIATION

Only Infrastructure-Free, Multi-Accessible, Indoor Wayfinding Tech

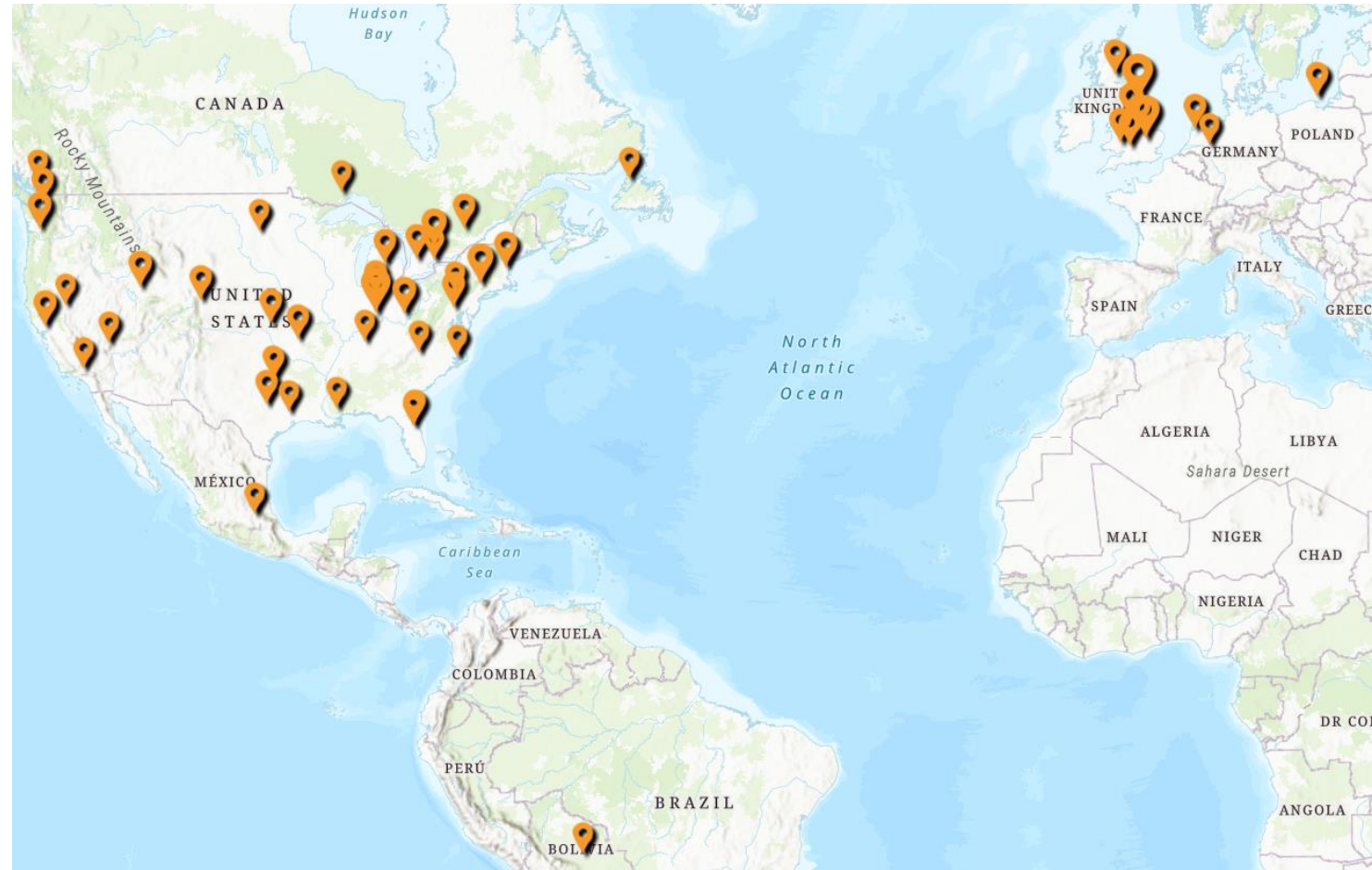
Company	No Install	Real-time Navigation	Accuracy Less 1m	AR View	Visual Map Nav.	LiDAR Maps	Digital 2D Maps	Accessible	CMS Tool for Maps	Mobile SDK	Web SDK
NaviLens	✗	✗	✗	✗	✗	✗	✗	BLV only	✗	✗	✗
Waymap	✗	✓	✓	✗	✗	✗	✗	BLV only	✗	✗	✗
Orrient	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓	✗
Atrius/Acuity	✗	✗	✗	✗	✓	✗	✓	✗	✓	✓	✓
MappedIn	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓
MapsPeople	✓	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓
GoodMaps	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

GLOBAL REACH

Where You Can Find Us

GoodMaps is available for download in 11 countries and growing:

- us United States
- ca Canada
- gb United Kingdom
 - Scotland
- ie Ireland
- fr France
- es Spain
- nl Netherlands
- pl Poland
- de Germany
- bo Bolivia
- au Australia



Supporting Every Journey

Questions?

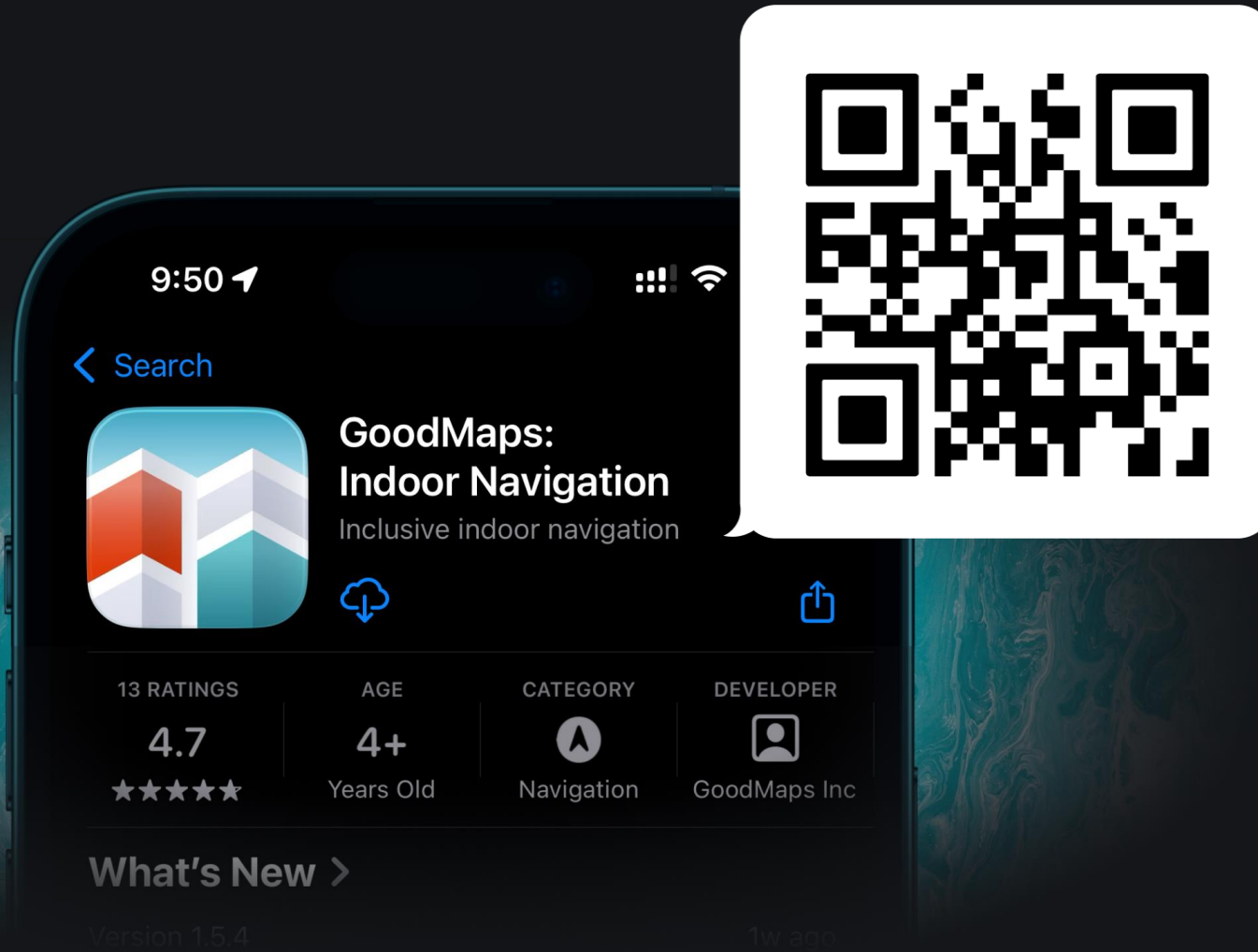
Theresa@GoodMaps.com

*Appendix
to follow*



OUR APPLICATION

GoodMaps App



MOBILE SCANNING – COMING Q3 2025!

Mobile Scanning for Indoor Mapping & Positioning by GoodMaps

Explore the power of mobile scanning with iPhone or iPad and GoodMaps Technology. Seamlessly map indoor spaces to unlock new possibilities for navigation, accessibility, and spatial analysis.

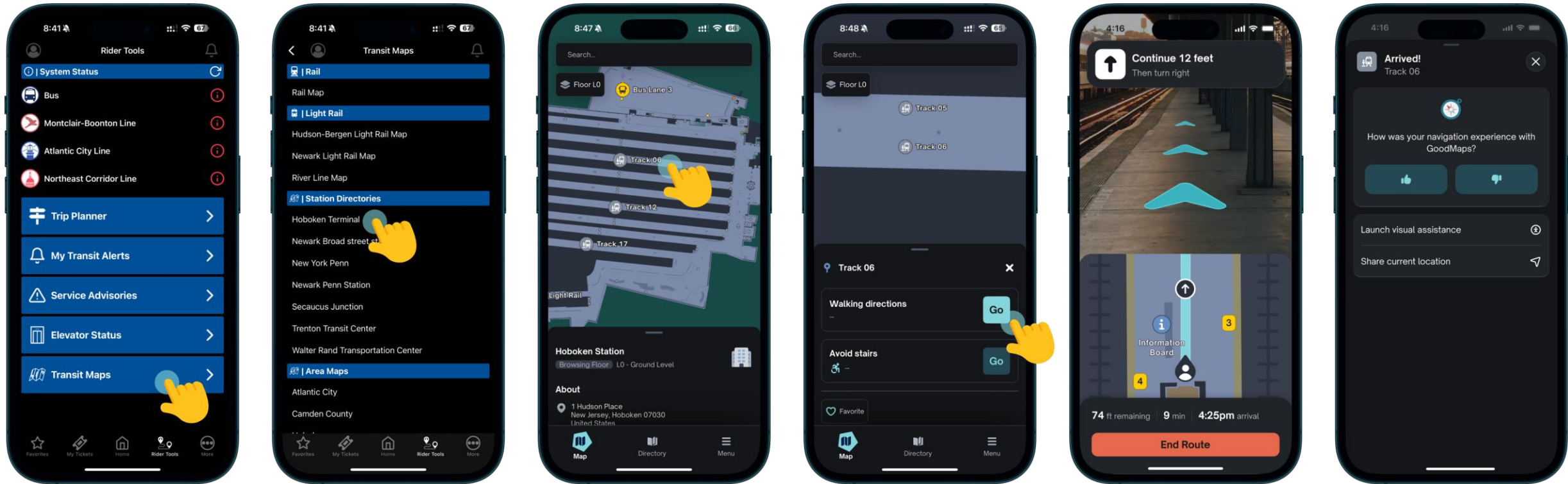
A true SaaS model with out of the box capability.

Commercial release July 2025!



INTEGRATION SUPPORT – COMING Q4 2025!

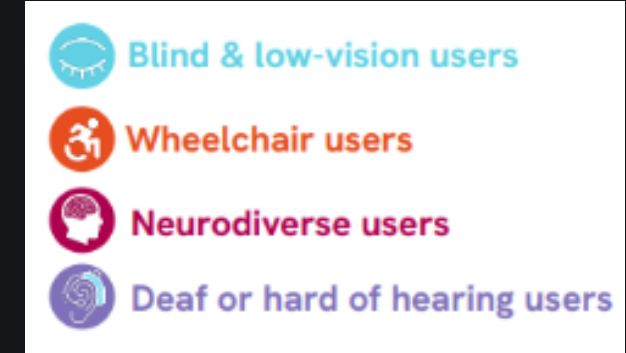
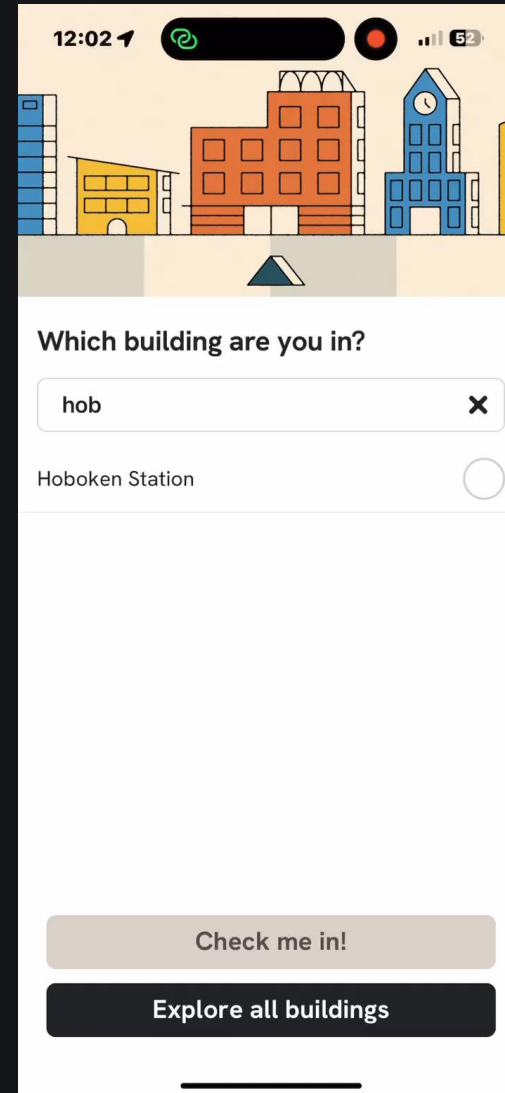
GoodMaps Plugin (SDK) NJ TRANSIT Example



FEATURES

Accessibility Features

- GoodMaps conducts User Acceptance Testing with a broad range of user demographics.
- GoodMaps and SoundTransit hosted 3 UAT's with users who were blind, low vision, deaf, deafblind, mobility impaired, neurodiverse, consisting of over 75 testers, to validate the experience.
- GoodMaps connects with other applications like Be My Eyes, AIRA, Envision AI, Seeing AI, and others to provide a full end to end experience.
- [Full Accessibility Product Documentation](#)
- **UAT results could be provided upon request



Step-free routing

Other Mapping Data Use Cases

- You own your data. GoodMaps can provide the LiDAR and map data in multiple formats for Internal GIS teams.
 - E57 (preferred), Recap (RCP-preferred), Ply, LAS, LAZ, B2G, GeoJSON, .GDB (esri), IMDF
- Building maps can also be exported into PDF for building managers, first responders, etc.

Upcoming Mapping Features:

- GoodMaps is expanding its relationship with ESRI to support automatic updates for maps within ESRI indoors databases.
- Mobile scanning – allowing buildings to scan their own station with an iPad (up to 50,000 sq.ft.) Q3 2025

