easyFinder App

The smart indoor navigation solution

At the exhibition ground, event location, in the hospital or in the hardware store and supermarket: In building complexes and large enclosed areas, it's difficult to get your bearings. Finding your destination here is often time-consuming and frustrating. Unlike in outdoor areas, navigation using GPS is not possible so only signs and employees help you search.

This is where our smart **easyFinder** app comes into play and, thanks to artificial intelligence (AI), enables a quick, independent destination search and navigation indoors.

Find your indoor destination
in just a few steps

This is how it works:

1 Simply install the **easyFinder** app on your smartphone and start it

2 Select Point of Interest (POI) / Destination

3 Scan your environment with cell phone camera
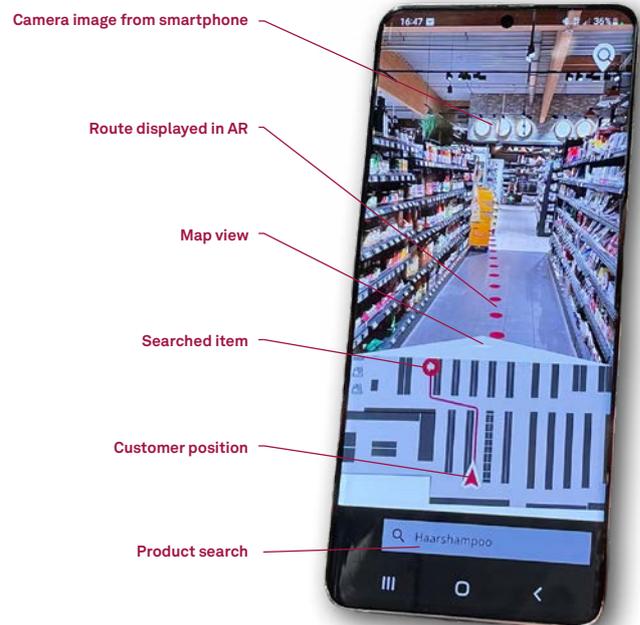
4 Get to your destination with augmented reality (AR) or 2D map view

Find not search! Our **easyFinder**:

- knows your building and all important positions

- is an independent app that can also be seamlessly integrated into existing apps

- does not require additional hardware or network connection

- optimizes personnel use as well as operational and work processes

easyFinder also provides you with details on the behavior and needs of your customers. Place targeted discount promotions, offers, but also cross- or up-selling potentials with our add-on options and create a personalized navigation experience for more sales.

Camera image from smartphone

Route displayed in AR

Map view

Searched item

Customer position

Product search

Interested? Get in touch

Tobias Wybranietz
Department Manager Retail – Supply Solutions
msg.csm@msg.group

More details on easyFinder:

msg.group/en/retail/easyfinder-app

msg systems ag
Robert-Bürkle-Str. 1 | 85737 Ismaning/Munich | Phone: +49 89 96101-0
www.msg.group | info@msg.group

.msg