

New Event Hall Navigation Application to Hit the Market

Implementing U1 Chip Utilization

Athens, Georgia (September 16, 2021) - As attendance for conventions continues to grow, so does the size and scale of the venues. These large spaces can become overwhelming for attendees to find their way. Utilizing the U1 chip found in new Apple devices improves existing convention applications by helping to provide the precise location of booths, vendors, conference rooms, and can even provide connections between attendees.

This method of progressive enhancement seeks to improve the experience of conference and convention culture. “Convention halls are often extremely large and confusing to navigate, with panel rooms and booths hidden down long, crowded hallways or scattered across upper-level floors, but using the precise tracking location from this app extension, it’s almost impossible to get lost,” says app user and convention attendee Sarah Johnson.

From corporate events to Comic-Con, using technology similar to AirTag to create a virtual and interactive map of the event space can help attendees find the exact distance and direction of their desired location. Additionally, there is potential to engage with the social aspect of U1 technology by encouraging those using the app to meet up with each other. This will hopefully foster new relationships and better the experience for attendees.

“Our hope is to implement the U1 chip in a way that betters the experience for convention fans, old and new,” stated Kara Talcott, a developer working on the software. “As someone who attends conventions myself, having this resource would be a gamechanger.”

To use this software, simply download the application from the App Store, or see if your existing convention app offers our extension. More updates to come throughout the rest of 2021.

FAQ

How is utilizing the U1 chip different from using other location software like *Find My*?

U1 chips do not rely on WiFi or Bluetooth to connect with other devices, it relies purely on proximity. The U1 chip offers location precision through ultra-wideband radio technology that can tell you the exact distance and direction of another U1 equipped device. This differs from knowing the general location of something through an internet connection, which is used by apps like *Find My* and other similar software.

What would your goal audience and use for this software be?

Large companies have collaborative corporate events, and fans attend conventions throughout the world. All of these events are held in spaces that can accommodate thousands of visitors and hundreds of booths, speakers and businesses. Venues that frequently hold events like this could provide tags that correspond to a number that remains consistent throughout event cycles, so independent vendors wouldn't need to bring their own technology. The "names" of the location would have to be updated for each event. Venues that already have their own application can use our U1 extension. Our application can be used in venues that do not have their own app.

What applications like this already exist?

Google has a MapsIndoors feature that provides the layout inside large event spaces through virtual maps. However, they do not offer the precise location of where you are compared to where you would like to go in real-time, just the virtual map. Through our research, we have determined that a map application that provides the user continuous feedback while navigating through an indoor space guided by exact distance and direction has yet to be implemented.

How can the software be used by users without the U1 chip?

Users without the U1 chip would defer back to the general location software used in previous device generations. The U1 chip provides progressive enhancement of their experience with the app, able to access the exact location and distance of their desired location. Users without this technology can still find the building and approximate location of their desired location through the extension in pre-existing convention applications. The app itself is not compatible with non-U1 chipped devices.