

KAÏNA-COM TRAINING CATALOGUE

Location Based Services (LBS)



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KAÏNA-COM France
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KIoT006 – Location Based Services (LBS)

Reference KIoT006

Experience

- Beginner
- Intermediate
- Advanced

Duration Training Program:

- 1 day

Training Method

- I: i-learning, individual training (web-based training)
- V: v-learning, virtual class
- C: c-learning, classroom training

KAÏNA-COM
LE CARRÉ HAUSSMANN II,
6 Allée de la Connaissance
77127 Lieusaint - France

Price 688,50 € HT

Prerequisite

- Basic technological understanding
- Basic communication and network knowledge

Audience C level executives in related industries (CMOs, CTOs, R&D VPs, Product marketing VPs), Product marketing specialists, Product managers, System architects and System designers, marketing managers.

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KIoT006 – Location Based Services (LBS), Continued

Objective

The “Location Based Services” (LBS) seminar will describe a comprehensive picture of the LBS world and cover key technologies, key markets, vertical industries, applications, solutions, value chain and key stakeholders. The seminar will also deal with the different challenges faced by the industry. Main attention will also be given to the range of current and future applications. The seminar will not cover military technologies and applications.

The seminar will be conducted as a full day seminar. It will be presented as a series of frontal presentations associated with participants’ activities such as case study analysis and industry challenges simulations of both products and business issues.

General :

EID a security aspect for the Eddystone API for Beacon use has been announced by Google on April 2016. Another step in the ongoing stream of announcements and innovation in the areas of “Location Based Services”.

During the last decade RTLS (Real Time Location Systems) became highly available to a large number of applications and vertical markets. This area, which started with outdoor satellite based location capabilities, is now everywhere, from indoors to Naval and aviation solutions and from simple navigation to complex and sophisticated tracking and commercial applications. Location, tracking and navigation new methods (like the wide use of beacons) are constantly developing while the performance level of existing means and technologies are constantly improving. Recently, Location and tracking capabilities are becoming a major part of the Internet of things evolution.

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KIoT006 – Location Based Services (LBS), Continued

Course Contents

Course Contents :

Table 1: KIoT002 - Course Contents (Day#1)

Chapter	Description
Introduction to Location based services	<ul style="list-style-type: none"> • History of location based services • Basic terms • Different location environments • Location methods • LBS focused markets and applications • Supply chains and main stakeholders • LBS markets and main players • Cyber security aspects
Location Technologies overview	<ul style="list-style-type: none"> • Satellite based location methods (GNSS) • Available GNSS networks (currently and in the future) • GNSS Assistance systems • GNSS local systems • Non Satellite location technologies • Basic LBS SW features • Accuracy – challenges & solutions • In-door location & navigation • Beacons and Physical web (iBeacon, Eddystone ...) • LPWANs location services • P2P BLE • Devices and appliances • Advanced data analysis and big data

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KIoT006 – Location Based Services (LBS), Continued

Course Contents,
continued

Chapter	Description
Mapping and Navigation	<ul style="list-style-type: none">• Map types• Past and future PNDs• Navigation• Advanced mapping and navigation• Indoor navigation• Business models
Location focused services and applications	<ul style="list-style-type: none">• Mobile search/MLS• Traffic and road conditions• Social networking• Asset tracking• Personal tracking• E-Call & emergency solutions• Vehicle tracking / vehicle Telematics• Mobile work force management• Connected car related services• Location based use in different areas (non location centric)
Location based Commerce & advertising	<ul style="list-style-type: none">• Retail IOT• Mobile advertising• Mobile ad networks• Campaign types• Logistics

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KIoT006 – Location Based Services (LBS), Continued

Course Contents, continued

Chapter	Description
Developing location based services	<ul style="list-style-type: none">• Common APIs & SDKs• Tools• Testing LBS solutions
The End	<ul style="list-style-type: none">• Summary• Q&A• The End

