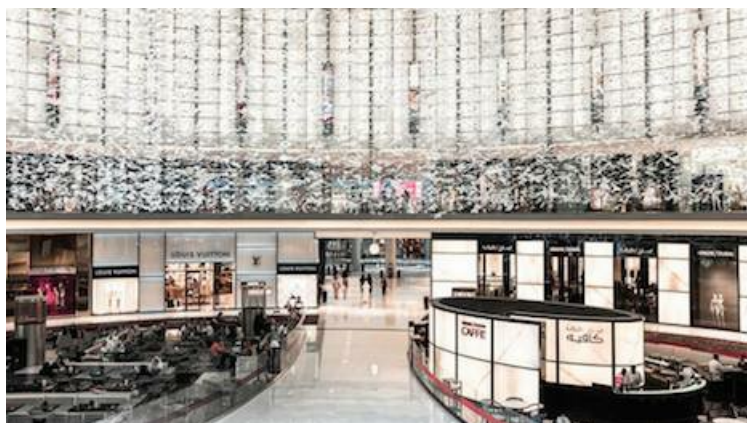


RETAIL

## Dubai Mall leverages indoor positioning for retail navigation

July 11, 2017



*Inside Dubai Mall. Image credit: Dubai Mall*

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By STAFF REPORTS

The Dubai Mall is investing in location services through the addition of an indoor positioning system.

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Emaar Malls' shopping center has installed Senion's StepInside IPS, which will integrate with the mall's mobile application to help guide shoppers through the 12.1 million-square-foot complex. Malls are increasingly leveraging mobile to both provide assistance to guests and boost their retailers through notifications.

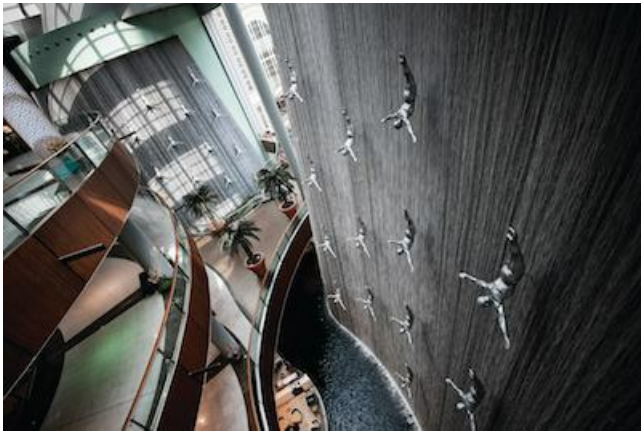
### Mobile mall

Dubai Mall sees heavy foot traffic, welcoming more than 80 million visitors in 2014, with shoppers coming for its 1,200 stores, 200 eateries and entertainment, such as an Olympic-size ice rink. The expansive complex is also in the process of adding approximately 1 million square feet of space, which will include retail and leisure outlets.

StepInsider IPS will help the mall deliver its navigation assistance to users of its app. This feature, added in May, includes point-to-point directions to locations within the mall.

The IPS system will also communicate with the application's functions that provide details of events and offers.

"By incorporating StepInside, The Dubai Mall not only provides modern wayfinding to its shoppers, but also tools for retailers to better understand and connect with their customers," said Dr. Christian Lundquist, CEO and co-founder of Senion. "In a retail complex the size and popularity of The Dubai Mall, these tools dramatically change the way people buy and sell."



*Inside Dubai Mall. Image courtesy of Dubai Mall*

Beyond Dubai Mall, the city is putting a focus on becoming more connected, part of Dubai's Smart City Initiative 2021.

Geolocation is catching on, especially in largescale retail establishments.

French department store chain Printemps is helping consumers find exactly what they are looking for in-store with a new mobile application.

The app uses geolocation to let users pinpoint brands, services and their friends inside the chain's Paris Haussmann flagship. Since consumers are very likely to be on their mobile device while in-store, it makes sense for a retailer to aid their shopping experience with an app ([see story](#)).

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