



May Newsletter

Upcoming Events: We Hope To See You And Share a Demonstration Voice & Video Integrations with RTLS



Hannover Germany
May 30 – June 2



San Antonio, TX
June 3 -6



Las Vegas, NV
June 12 - 16

At AiRISTA, we believe voice and video integration will be critical enablers for IOT devices. Why would I pull up a weather report using my keyboard, when I can simply ask my Alexa device. And since 50% of our brain's cortex is devoted to visual processing, we have come to rely heavily on sight as our primary way to navigate our surroundings.

We have been invited to participate in Cisco Systems booth at Hannover Messe where we will demonstrate a combination of submeter location accuracy combined with computer vision. The potential use cases in manufacturing are endless when location precision and vision acuity combine to reduce defects and ensure uptime across production. If you can't make it to Germany, we will also host the demo at Cisco Live.

We rely on smart phones as our primary communication device for voice, video, and text. Its only natural that you would want to use your phone to help locate popular assets. Imagine using your phone to ask, "where is the nearest infusion pump?" Visit us a AAMI for a demonstration of voice integration and the ease with which you can interact with our RTLS platform.

Bluetooth® SIG Market Update

The annual Bluetooth® SIG [Market Update](#) is out and growth of location services devices is an expected 25% CAGR ('22-'26), more than double the next fastest growth area.

Four use cases are named as the primary drivers;

- Asset Tracking
- Indoor Navigation
- Digital Key
- Personal Item Finding

Recent supply chain disruptions are creating a surge in RTLS deployments in warehouse and logistics. "More commercial and industrial facilities are turning to Bluetooth asset management solutions to optimize resource and inventory control. Analysts conclude that, among Bluetooth Location Services solutions, asset tracking (RTLS) and tags are the major driver behind continued growth."

Driving continued growth in asset tracking is a new Bluetooth capability, high accuracy distance measurement (HADM). This technology will allow for accuracy within a couple 10s of centimeters with low latency. Measuring in centimeters and milliseconds instead of meters and seconds will allow, for example, tracking athletes and even soccer balls in real time. Not only is [AiRISTA](#) working on HADM in our labs, but the antenna design in our current [infrastructure](#) will be forward compatible giving to help future-proof investments made today.

AiRISTA Insights

Articles We Found Interesting And We Thought You Might Too

[Remote Work: Productivity Up, Innovation Down](#)

"When innovation is a core value of a company, however, it gives employees permission to spend time and energy on new ideas—rather than focusing entirely on putting out the nearest fire. By centering innovation in company culture, we encourage our employees to think ahead, to take risks that lead to groundbreaking ideas." Forbes

[3 Ways to Boost Retention Through Professional Development](#)

"The author offers three ways for leaders to prioritize learning and development in their organizations. First, incorporate learning into onboarding and give employees time for it regularly. Second, make learning a ritual. Finally, offer coaching to all your employees — not just executives." Harvard Business Review

[The Global Battle for Tech Talent - Defining a Winning Strategy](#)

"Armed with even a basic understanding of what potential and current employees seek, companies can begin to make changes and adjustments to attract and retain the talent that best fits their needs.." Forbes

[Gartner's Magic Quadrant for Indoor Location Services](#)

AiRISTA has been named a LEADER in Gartner's Magic Quadrant for Indoor Location Services, 2022, for its ability to execute and completeness of vision. For insights into the market and trends, [click](#) for your free report.

AiRISTA is Hiring

We are experiencing growth as customers embrace our simplified approach to location based services. If you would like to be part of our team, we are looking for people with experience in Sales, Customer Service, Systems & Solutions Engineers, and Project Managers. Send us an email at HR@airista.com

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