



NEARSPACE

5865 LABATH AVENUE, SUITE 7
ROHNERT PARK, CA 94928
TEL.: 707.636.5900
FAX: 707.636.5905
EMAIL: INFO@NEARSPACE.COM
WEBSITE: WWW.NEARSPACE.COM

NearSpace and FM: An Introduction

July 2004

The Value

NearSpace builds software applications that link interactive maps with other information and services to help people in complex environments get their jobs done more easily and efficiently.

These environments are familiar to millions of people and include corporate and university campuses; hospitals, convention centers, and hotels. NearSpace applications serve equally familiar and diverse needs: wayfinding; facilities and building management; safety/security and emergency preparedness; location of employees, amenities, meeting- or classrooms; links to in-venue services, and presentation of schedule information.

NearSpace applications link powerful categorization and text presentation with interactive images and an exceptionally crisp UI. They are platform-independent, using the NearSpace Intelligent Client to run on web browsers; Windows desktops, notebooks, or tablet computers; free-standing kiosks; Palm OS or PocketPC handhelds, and a wide range of web-enabled cell phones.

We also offer a sophisticated Java applet (the WebLocator™) designed to be embedded in a customer's web page and addressed through JavaScript to provide simple, interactive mapping and location functionality.

Every business operating in a complex, or high-change environment can benefit from NearSpace applications because they enable a business or organization to exchange information and interact with their customers, employees, and visitors *in context*, precisely where the need and motivation is greatest.

NearSpace applications pay for themselves in two ways:

First, they help customers extract *additional* value from investments that have *already been made*—in complex environments, the infrastructure to support them, and the data used to manage and service the environment.

Second, NearSpace Applications both streamline *and* add value to the activities that occur in these environments—thereby helping businesses realize the purpose for which these spaces were built.

The Business Model

As a software company, we develop and sell software tools that create, deliver, and deploy NearSpace applications. Our users, in turn, will create thousands of NearSpace applications for customers in a variety of markets.

As a *service provider*, we develop and sell actual NearSpace applications in several different markets including events, hospitality, healthcare, and higher education. This service business supports and directs our development efforts, as we evolve the capabilities of our Workshop and Intelligent Clients in response to customers' needs. We sell our applications and application development services to customers directly and through resellers.

To date, we have sold “alpha” versions of the NearSpace Workshop to a handful of “early adopters”, and have delivered NearSpace applications to literally dozens of customers, large and small, for use by tens of thousands of people.

What We Deliver

We have developed a comprehensive and extensible way to represent data about a venue, an IDE (the Workshop™) for crafting the data into an *application*, and a flexible, multi-platform “Intelligent Client” (the IC™) for executing the application. Together, these enable the creation and execution of lightweight, easy-to-use applications that collect, integrate, and deliver information and services to users in all sorts of environments and on multiple platforms. Finally, because this information *changes* on a regular basis, we designed our applications to be easily updated.

Our customer is a business or organization operating in a complex space; the starting point for construction of a NearSpace application is the customer's existing store of graphical, tabular, and textual venue data describing that space. (Importantly, the solution used most often to create and maintain the design and facilities management data in these environments is a CAD or FM application.)

But *access* to this information, and to these services, is often unavailable or hidden from an increasingly mobile work force. By making this information accessible to a larger audience, on a variety of mass-market devices, we grow the return on investments in information, infrastructure, and software that have *already been made*.

Professional CAD or FM tools are often overkill for these users and their purposes. Browser-based solutions require a full-time connection and are rarely designed for mobile devices with limited screen real estate. By contrast, a NearSpace application—whether delivered through a browser, our native Windows client, on Palm OS or Pocket PC devices, or sophisticated cell phones like the Nokia 3650 or Treo 600—is more like an extension of the space itself—a simple, direct, and natural tool for *simply getting work done*.

The Fit

CAD and FM products and services are central to creating and maintaining the design/location data which—linked with other information in relational data stores—is precisely the information that workers in our target environments need to do their jobs more effectively.

We think that NearSpace provides value to software vendors, third-party developers and resellers in these markets by making it possible to deliver useful “slices” of this information to *new* audiences—audiences that are broader and often less technical than the typical CAD or FM user, but that have a compelling, daily, business-driven need for this information...and a willingness to pay for it.

About Us

NearSpace was founded in 1999 by Autodesk veterans, including an Autodesk founder and Chief Architect and a senior engineering manager in both the AutoCAD and GIS organizations.

For more information, please visit us on the Web, at www.nearspace.com. Or contact our CEO, Creighton Hoke, at 707-636-5901 or clhoke@nearspace.com. We look forward to meeting you!