

From Maps to Moments

How Space Intelligence is Shaping
the New Visitor Economy





Imagine a world where navigating a city, university campus, or museum feels completely effortless. This isn't the future — it's now. Powered by Space Intelligence, Vicinia is turning complex environments into intuitive, engaging journeys.

Space intelligence is more than just wayfinding, it anticipates needs, personalizes routes, and unlocks rich interactions. From AI-powered navigation and AR overlays to voice-guided tours and predictive routing. It's about turning every step into a better experience.

What is the “New Visitor Economy”?

The visitor economy has evolved. It's no longer about driving volume — it's about delivering meaningful, intentional experiences. Visitors today expect tailored journeys based on preferences, accessibility needs, and real-time context.

A museum guest might get recommended exhibits based on past visits. A student on a campus tour might be routed to events aligned with their interests. A driver arriving at an event can receive real-time parking availability, then switch to walking navigation seamlessly.

This shift from passive to personalized experiences is redefining what people expect from spaces — and what organizations can deliver.

Understanding Space Intelligence – and Vicinia’s Role

Space Intelligence is the intersection of real-time data, user context, and spatial awareness. Vicinia brings this to life by combining:

- Digital twins for real-time space understanding
- Indoor/outdoor smart maps
- Blue-dot navigation and live overlays
- Self-managed content and ADA-compliant routing
- AI-driven personalization

Our flexible platform adapts to hospitals, campuses, museums, cities, and more, ensuring people always know where to go – and what to expect when they get there.



● Where Space Intelligence Comes to Life

● Museums & Cultural Venues

- Self-guided exhibit tours
- Timed entry & live crowd data
- Personalized route recommendations

● Cities & Smart Communities

- Smart event parking & traffic flow
- Pedestrian-first navigation
- AR overlays for signage and accessibility

● University Campuses

- Orientation & open house tours
- Emergency guidance & zone alerts
- Anonymous visitor tracking for planning

● Corporate Environments

- Visitor routing to meeting spaces
- Real-time facility updates
- Occupancy insights for smart operations

Plug Into Your Existing Ecosystem

Vicinia is built to integrate, not replace. Our platform connects with:

- Parking systems (availability, permits, pricing)
- Payment & ticketing solutions
- Campus safety & security platforms
- Event and scheduling systems
- Facility & space utilization tools
- Open APIs for CRM, ERP, and custom workflows

The result? A centralized dashboard that connects your data, systems, and spaces – all working in sync to deliver a unified experience.





● Who Benefits?

● Visitors

- No more getting lost
- Personalized, voice- or visual-guided routes
- Better access for all (Vicinia is VPAT-compliant and aligned with WCAG accessibility standards)

● Organizations

- Higher engagement, less friction
- Optimized flow and resource planning
- New revenue streams from smart maps and promoted POIs

● Cities & Campuses

- Strategic insights via aggregated behavioral data
- Improved infrastructure decision-making
- Stronger alignment with smart city frameworks and Open Mobility Standards



Monetization That Makes Sense

Sponsored POIs: Feature local businesses, restaurants, or retail directly on maps.

Dynamic Parking Pricing: Adjust parking fees based on demand, time, or location.

Tiered Experiences: Offer VIP navigation perks, fast-track access, and special itineraries.

Data Partnerships: Provide behavioral insights to partners for mutual value and shared revenue.

Tech That Works for You

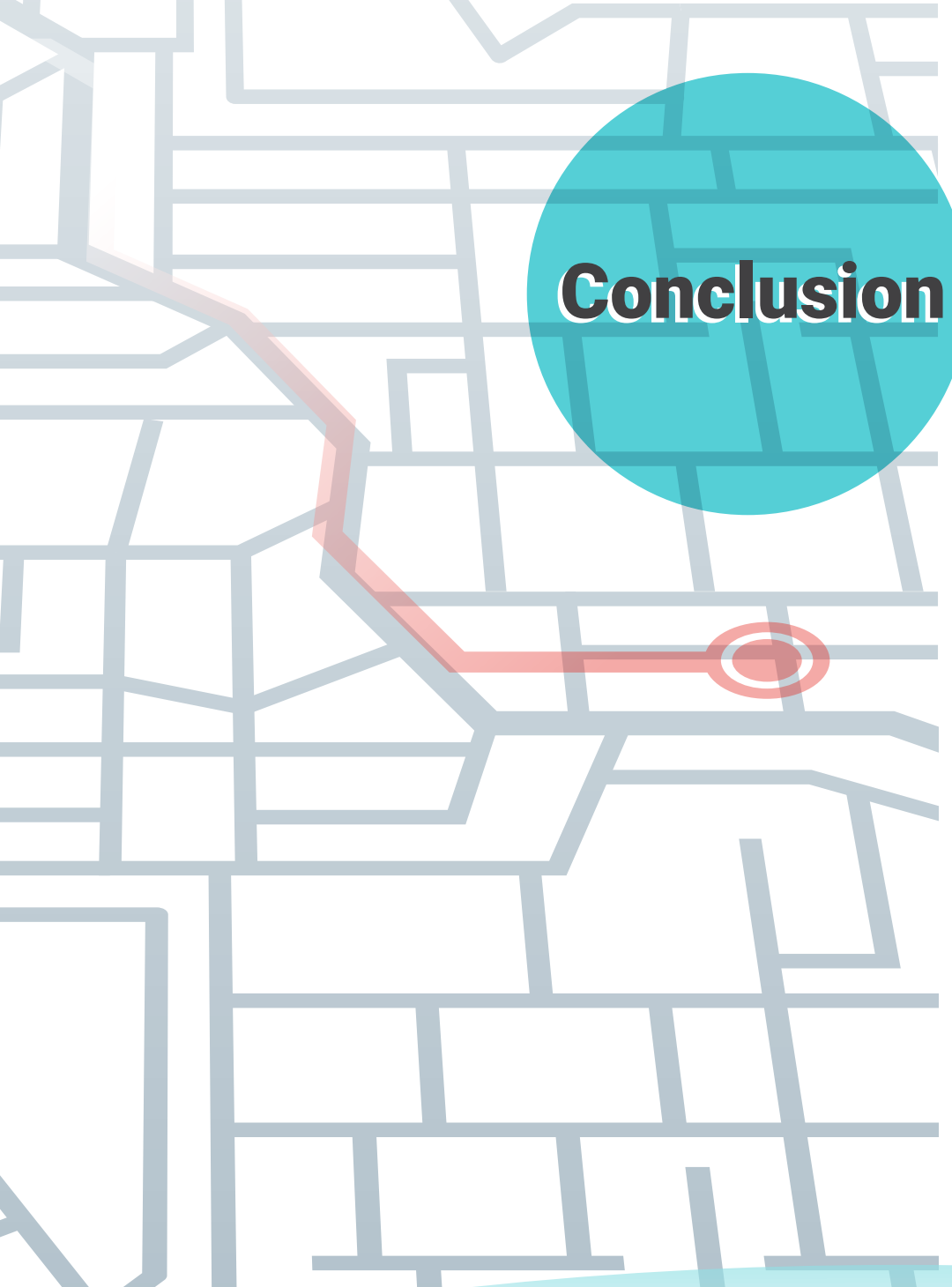
Digital Twins: Always-on virtual models of your space

IoT & Sensor Integration: Live data feeds from infrastructure

Mobile & Web Interfaces: Consistent experience across platforms

Analytics Dashboards: Real-time and historical data for smarter planning





Conclusion

Navigating Tomorrow, Today

This is more than maps. It's visionary, connected, human-centered navigation. Whether you're designing a safer campus, a more welcoming museum, or a smarter city – Vicinia gives you the tools to create memorable, efficient, and accessible journeys.

With AI-driven personalization, AR/VR enhancements, and seamless system integration, the future of space intelligence isn't far off – it's already here.

Ready to Build the Future?

Start with a pilot. See how Vicinia can bring intelligent navigation and space intelligence to your environment.

Vicinia is a digital innovations company that provides software and IoT solutions enabling location-based services in a smart enterprise. Our vision is to empower the digital twin of world-class organizations centered around people.

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