

Press Release

GPS for Indoor Navigation: Pinpoint enables location-based services and highly accurate navigation for people via UWB

TGFS Technologiegründerfonds Sachsen is investing a seven-figure investment in Pinpoint GmbH. The Chemnitz-based high-tech start-up is developing high-precision positioning systems for people in indoor spaces based on ultra-wideband technology (UWB). Based on this approach, the smartphone can determine its own position, thus creating a new basis for end-user applications such as location tracking, indoor navigation and location-based services.

Chemnitz/Leipzig, April 28, 2023 – TGFS Technologiegründerfonds Sachsen announces its investment in Pinpoint GmbH. Pinpoint, a spin-off of TU Chemnitz, is a specialist in ultra-wideband and high-precision positioning technologies for indoor applications. The positioning platform developed by Pinpoint represents a scalable, private and reliable solution for infrastructures with a high-traffic and/or security requirement. The team headed by founders Daniel Froß, Dr. Thomas Graichen and Dr. Marko Röbner recently presented its expertise at embedded world in Nuremberg and CES in Las Vegas, among other events. With the newly acquired capital, Pinpoint is now pushing ahead its further business development and market entry.

The functional principle of Pinpoint's technology is comparable to that of global navigation satellite systems (GPS, Galileo, GLONASS). Unlike these, however, Pinpoint's UWB-based system is designed for indoor use. For the first time, it allows users to determine their own position on their smartphone - with an accuracy in the range of decimeters. Within buildings and complex infrastructures, the user can navigate or interact with third-party services. The personal and position-related data remains on the user's device, i.e., his position is not being tracked by a third party. "Our Positioning Platform follows the Privacy by Design approach," explains Dr. Thomas Graichen. "The user decides for themselves whether, when and to whom they want to release their position. This allows them to benefit from so-called "untracked navigation" on the one hand, but also from services such as location-based access control or delivery to phone by actively sharing their location."

Pinpoint's approach already differs at its core from the technologies currently available on the market. "Until now, tracking has been realized either by special hardware or by additional cloud and gateway solutions," explains Dr. Marko Röbner, adding, "Pinpoint makes this possible with its technology on standard hardware, software-only, and decentralized in a wireless mesh network. Last but not least, this reduces overall costs by up to 70% compared to currently available tracking technologies." As a member of the FiRa Consortium (global UWB standardization committee), Pinpoint is already working with well-known industry players to bring the technology into application now.

"The smartphone has become the core device to interact with various infrastructures over the last decade. Inside buildings, however, it is still largely blind and thus limited in its ability to perform activities based on its own secured and accurate position," comments Sören Schuster, Managing Director of TGFS. "Pinpoint now offers a ready-to-go solution for achieving this with its Positioning Platform. The team has impressive expertise in the field of indoor navigation. We are very much looking forward to further collaboration and development."

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Further Information

Pinpoint GmbH is a high-tech company based in Chemnitz, Germany, founded in 2021. It develops indoor positioning systems based on ultra-wideband (UWB) technology. Comparable to global navigation satellite systems, such as GPS or Galileo in the outdoor environment, Pinpoint enables decimeter-precise indoor positioning for the first time via a user's mobile device. Pinpoint's technology represents a basic technology for new use cases in the context of indoor navigation or location-based services. In particular, the technology is ideally suited for complex infrastructures such as train stations and airports with a high volume of people or for security zones and critical infrastructure. The company is a spin-off from the Chair of Circuit and System Design at TU Chemnitz and is currently based on a team of 12 people.

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TGFS Technologiegründerfonds Sachsen provides technology-oriented founders with investment capital for the seed and start-up phase. The fund was first launched in 2008 by the Free State of Saxony (including ERDF funding) and Saxon financial institutions and has since supported over 100 start-ups. In 2023, TGFS started its third fund generation. TGFS focuses on young, innovative, technology-oriented companies that belong to the ICT, semiconductor and microsystems technology, medical technology, life science, environmental and energy technology, and new media sectors and have their registered office or place of business in Saxony.

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