

# Scottish Enterprise funding for Edinburgh software firm



sensewhere, a leading provider of indoor positioning solutions, has been awarded £1.4m by Scottish Enterprise to create jobs and further develop its disruptive location software.

The Edinburgh company is pioneering the creation of software that offers universal location and navigation data in dense urban areas including shopping centres and airports, where GPS and other global navigation satellite systems are blocked.

The grant will open up seven new highly skilled jobs at the company's headquarters in Edinburgh and create job security for those already employed.

The grant will be used to support research and development over the next three years to further enhance sensewhere's already leading technology, enhance location accuracy, performance indoors, outdoors and across multiple platforms. The funding will also help ensure sensewhere stay ahead of the pack by adding the latest location features in technology to its software.

Jim Devine, Chairman of sensewhere, said: "We are delighted to have received support from Scottish Enterprise to help further develop our intellectual property. It has provided us with the opportunity to expand our cutting edge technology and we believe that with this funding we can continue to make waves in the market.



Rob Palfreyman, CEO and co-founder of sensewhere, continued: “Our technology creates vast opportunities for people and brands to connect with others, even in little or no satellite signal. The likes of shopping malls often have little or no signal but with our software, retailers and brands can connect with customers through location-based advertising in a way that’s simple, fast and accurate.

“On top of opening up a number of jobs and protecting existing posts, this grant will help us cement our commitment to Edinburgh as our centre of excellence for research”.

Determined to maintain its place as a leader in the market, sensewhere hope the continued developments to its technology will not only improve services for its existing clients but also help build on its international client base, which currently includes global names such as Tencent and TomTom.

Jim Watson, Director of Innovation and Enterprise Services at Scottish Enterprise commented: “sensewhere is a great example of an ambitious Scottish company that’s developing innovative technology for global markets.

“We’ve worked with it since its early days as a Proof of Concept Programme project, so it’s really great to see it expand and develop.

“As Scotland’s innovation agency, we help businesses like sensewhere accelerate their innovation projects to help drive global competitiveness.”

While GPS is the most well-known positioning technology, it has serious limitations inside buildings and in dense, built-up areas. sensewhere’s indoor positioning technology tackles these problems by using a database of electromagnetic sources, such as Wi-Fi, Bluetooth signals and other sensors to triangulate a user’s location.

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