

Helsinki – April 30 2015

Quuppa selected as "Cool Vendor in Mobile and Wireless" by Gartner

Leading Analyst Firm Recognises Quuppa in its Annual Selection of Cool Vendors

Quuppa, the leading provider of high accuracy locationing systems, today announced it has been named a "Cool Vendor" based on the April 10, 2015 report titled, "Cool Vendors in Mobile and Wireless, 2015" ¹⁾ by Gartner, Inc.

The research introduces four cutting-edge companies that mobile leaders should consider in the context of a digital strategy. A key finding from the Gartner report points out: *"Tracking objects and people in real time is a key element of a digital business strategy."*

The report provides recommendations for mobile leaders when creating a digital strategy, including the following:

- *IT leaders responsible for integrating mobile into digital strategies should reassess the location based service (LBS)/real-time location services (RTLs) market. New vendors have shifted the economics of the industry as well as pushed the boundaries for both precision and position update frequency.*

"We consider Quuppa being selected into the Cool Vendor report by Gartner as validating our mission to provide affordable and scalable high precision location tracking", said Kimmo Kalliola, CEO of Quuppa. "Reliable real-time sub-meter positioning is a key element in every location based service. Combine that with our communication channel for sensor information and the possibilities are unlimited. Watching our customers develop groundbreaking solutions with our technology is extremely rewarding. There are Quuppa systems in use all around the world, in most diverse surroundings: from hockey-arenas and retail-stores to factories, hospitals and kindergartens. We have now proven our case in both technical and commercial respects, and every day seems to bring us new possibilities to Do More With Location."

¹⁾ Gartner "Cool Vendors in Mobile and Wireless, 2015" by Leif-Olof Wallin, Nick Jones, Monica Basso, Mike Gotta and Rob Smith, 10 April 2015. <https://www.gartner.com/doc/3026717>

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About Quuppa

Quuppa provides reliable real-time sub-meter positioning for location-based solutions and services. Quuppa systems have been successfully applied across various industries including healthcare, industrial internet, retail, security and sports. Quuppa is supported by the European Institute of Innovation and Technology (EIT). EIT ICT Labs supports innovative SMEs in their international growth.

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