

GoodMaps Indoor Navigation Platform

Service Definition Document

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Service Provider: GoodMaps, Inc.

1. Service Overview

GoodMaps delivers an indoor navigation and wayfinding platform combining LiDAR-based mapping with computer vision technology to provide highly accurate indoor positioning – typically within 25 cm (less than one foot) – without beacons or installed hardware.

The platform consists of three core components:

- **GoodMaps Web:** Browser-based interactive maps for websites, digital signage, and kiosks
- **GoodMaps App:** Turn-by-turn AR-enhanced navigation for iOS and Android devices
- **GoodMaps Dot (SDK):** Embeddable positioning component for venue-branded applications

The service is offered across eight primary industries: transportation (airports, rail stations), retail (malls, supermarkets), workplaces, entertainment venues, healthcare, education, cultural institutions, and government facilities.

2. What You'll Access

Your Service Fee provides access to:

GoodMaps Web

- High-fidelity, browser-based interactive 3D maps embedded in your website, digital signage, and kiosks
- QR code functionality for seamless app handoff
- 25+ language support with AI-powered translation
- Mobile-responsive design across all devices

GoodMaps App (iOS and Android)

- Turn-by-turn, AR-enhanced, real-time navigation
- Multi-modal accessibility features: audio, haptic, visual, and braille support

- Off-route detection with automatic recalculation
- No beacons, QR codes, or visual markers required
- Step-free routing options for accessibility

GoodMaps Dot (Slim SDK) (optional)

- Embeddable positioning component for branded applications
- Same foot-level accuracy as the main app
- Request-based pricing (billed separately from Service Fee)

GoodMaps Studio (Management Platform)

- Self-service map editing and point-of-interest (POI) management
- Real-time updates synchronized across all platforms
- Elevator and escalator availability controls
- AI-powered translation with single-click multi-language support
- User access control and permission management

3. Service Components and Pricing Structure

3.1 Implementation Fee (Required, One-Time)

Purpose: Capture and produce the spatial data assets for your venue.

What's Included:

- LiDAR data capture via professional surveyor OR customer-led scanning using GoodMaps Scan & Go app
- Point cloud and feature cloud production
- Spatial data assets delivery ready for map production and computer vision training

Timeline: Approximately 14–21 days

Payment Terms:

- **Professional Survey:** 50% upon execution; 50% five days prior to survey
- **Scan & Go:** Full fee due upon data upload

3.2 Service Fee (Required, Annual Subscription)

Purpose: Create, deploy, and operate your wayfinding platform.

Commencement Date: Upon initiation of computer vision training during the implementation phase

What's Included:

Platform Operations

- Map production and ongoing maintenance using your spatial data
- Computer vision model training, alignment, and continuous optimization
- Platform hosting and secure cloud infrastructure
- Unmetered end-user navigation (Web and App)

Venue Management

- GoodMaps Studio access for self-service map editing
- Point-of-interest setup, updates, and routing refinement
- Annual complimentary re-scan (up to 2% of scanned estate) for structural changes

Support and Training

- Comprehensive staff onboarding and training (including GoodMaps Studio)
- Technical support for staff and end-users
- Dedicated account management with regular strategic check-ins

Analytics and Marketing

- Usage analytics and reporting dashboards
- Community communications and engagement support
- Standard marketing toolkit

Timeline: Approximately 35 days from computer vision training initiation to full deployment

Billing: Annual subscription commencing upon computer vision training initiation. Auto-renewal unless cancelled 30 days before term end.

3.3 Professional Services (Optional)

Purpose: Support strategic objectives beyond core platform operations.

Available Services (quoted separately):

- Marketing campaign development and launch coordination
- Community launch event planning

- Customized marketing toolkit and collateral creation
- Public relations and media support
- Signage and wayfinding design guidance
- Custom implementation consulting
- Custom integrations, including single sign-on (SSO)
- Additional language support (expedited)
- GoodMaps Dot SDK integration (request-based pricing)

Note: GoodMaps is ISO 27001 compliant; atypical security requests not covered by our current security posture may require additional work.

4. Technology and Capabilities

4.1 Positioning Technology

- **Accuracy:** 25 cm (less than one foot) for positioning; 1 meter for audio navigation
- **Infrastructure Requirements:** None – no beacons, QR codes, or installed hardware
- **Method:** State-of-the-art LiDAR imaging and camera-based computer vision
- **Real-time Operation:** Dynamic routing with automatic off-route detection and recalculation

4.2 Accessibility and Compliance

- **European Accessibility Act (EAA) Compliant:** Designed with inclusion as the foundation
- **Multi-Modal Navigation:** Audio (spoken directions), haptic feedback, visual maps, tonal signals, and braille display support
- **No Visual Markers Required:** Camera-based positioning doesn't require users to scan QR codes or visual markers
- **Universal Design:** Enables independent navigation for users of all abilities

4.3 Supported Industries

GoodMaps is deployed across:

Industry	Venue Types
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Transportation	Airports (35+ venues), rail stations, bus terminals
Retail	Malls, supermarkets, outlet stores
Workplace	Offices, facilities, hybrid workspaces
Entertainment	Arenas, food courts, stadiums
Healthcare	Hospitals, clinics, research centers
Education	Universities, colleges, schools
Cultural	Museums, galleries, libraries
Government	Public institutions, civic centers

5. Data Capture Methods

5.1 Professional Survey

GoodMaps-trained professionals conduct LiDAR scanning with 360-degree cameras, producing:

- Complete point cloud representation of your venue
- Geo-referenced imagery for computer vision training
- Feature cloud dataset
- Spatial data assets for map production

Best for: Large or complex venues; venues with limited IT resources.

5.2 Scan & Go (Customer-Led)

Using the GoodMaps Scan & Go iOS app on compatible LiDAR devices (iPhone 12 Pro or later, iPad Pro 2020+), your team captures the same spatial data.

Best for: Smaller venues; organizations with available technical resources.

6. Your Responsibilities

To ensure successful implementation and operation:

During Implementation:

- Provide site access for data capture

- Supply floor plans, CAD drawings, or building documentation
- Provide accurate POI lists and venue information
- Designate primary contact and authorized Studio users

Ongoing Operations:

- Maintain current POI information via GoodMaps Studio
- Update elevator/escalator availability when changes occur
- Notify GoodMaps of significant structural changes requiring re-scanning
- Promote GoodMaps through signage, website embedding, and staff training
- Maintain adequate internet connectivity for visitors
- Participate in scheduled account management check-ins

7. Payment Terms

Invoice Methods: EFT, ACH, BACS, or similar wire transfer preferred. Checks subject to 5% fee or \$100 USD minimum.

Payment Due: As specified on each invoice

Late Payment: Subject to 1.5% monthly interest (18% annual) or \$250 USD administrative fee, whichever is greater. Services may be suspended until payment is received in full.

Grace Period: Up to 14 days allowed at GoodMaps' sole discretion for genuine operational or payment-processing issues.

8. Governance

Governing Law: Commonwealth of Kentucky and the United States of America

Auto-Renewal: Unless cancelled 30 days before the end of the Service Term, the agreement will automatically renew at prevailing rates

Early Termination: Termination before the contracted term may result in cancellation fees per the Master Services Agreement

Support and Modifications:

- Technical support provided per GoodMaps' standard practices
- Dedicated account management with regular strategic check-ins
- Out-of-scope requests reviewed and quoted separately (Professional Services)

9. Key Definitions

Implementation Fee: One-time professional fee for LiDAR data capture, point cloud production, feature cloud production, and delivery of spatial data assets.

Service Fee: Annual subscription commencing upon computer vision training initiation. Covers map production and maintenance, CV model training and optimization, platform hosting, end-user navigation access, GoodMaps Studio access, staff training and onboarding, technical support, account management, analytics, and ongoing platform enablement.

Service Commencement Date: The date GoodMaps initiates computer vision training and implementation support, marking the start of Service Fee billing.

Service Term: Initial commitment beginning on the Service Commencement Date, with annual renewal options thereafter.

Complimentary Re-scan: Annual allowance of up to 2% of your scanned estate to address structural changes and maintain map accuracy.

GoodMaps Dot (Slim SDK): Optional integration enabling GoodMaps positioning within branded applications. Requires active Service Fee. Priced per request tier.
GoodMaps Scan & Go: Customer-led LiDAR data capture method using a dedicated iOS app on compatible LiDAR devices.

10. Next Steps

To proceed with GoodMaps Indoor Navigation Platform services:

1. Review and execute the proposal
2. Remit 50% of Implementation Fee upon execution (Professional Survey method) or schedule Scan & Go data upload
3. Confirm your data capture approach and schedule accordingly
4. Upon data capture completion, computer vision training and Service Fee invoicing commence
5. Map production, model training, and staff onboarding proceed per project timeline
6. Platform deployment with full support and ongoing account management
7. If selected, Professional Services and GoodMaps Dot integration proceed per Statement of Work

