



## Introduction to atlas

JUNE 15 2015

# What is Atlas™ about?

- A disruptive **GNSS Global Correction Service**
- Addressing limitations imposed by all other Correction Service providers
- Enabling autonomous GNSS positioning with different levels of accuracy, beyond what SBAS's can provide
- Provides *Freedom* from immediate infra-structure needs
  - GNSS reference networks
  - Communication networks
- A true plug-and-play high accuracy GNSS solution
- In some cases, delivered for less than half the price of legacy solutions

# Agenda

- Correction Services Today
- Market Challenge
- What the Industry needs
- Welcome to Atlas
- Atlas Link
- Atlas Portal
- Overview

# Correction Services Today

- **Market** – largely unattended for higher accuracy augmented GNSS services
- **Businesses** – required to give up brand and customer control by legacy correction service providers
- **OEMs and SI's** – several GNSS-enabled industries have no access to participating in correction services
- **End users** – are typically locked into one option of corrections service
- **Industry in General** – free market concept compromised due to price-setting practices

# Market Challenge

- End Users
  - One size fits all services – not tailored to market needs
  - No choice of vendor – tied to hardware
  - Expensive – full rack rate
  - Weak relationship with the provider
- OEMs/SIs
  - No control over the services being delivered
  - Minimal financial incentive to sell the services
  - No way to bundle services with other products to deliver more value
  - Hand off the customer relationship to the service provider

# The Industry Needs Freedom

- Open, flexible solution
- Delivery model options
- Works with a broad range of receivers
- Can be tailored to the needs of specific markets
- Allows OEM's and SI's to own their customers
- Customer owners offer the solution, share the revenues



# Welcome to atlas

# What is Atlas?

- End Users

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- OEMs/Sis

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Atlas is **the INDUSTRY's service** for L-Band corrections  
*offering flexibility, disruptive pricing, and Freedom!*



# What is Atlas?

Private label option



OR

Your Logo Here

Enables Aggressive Pricing



All-components solution



Finished products



Boards



Software



Services

# What is Atlas?

## Multiple GNSS Constellations



**GPS**



**GLONASS**

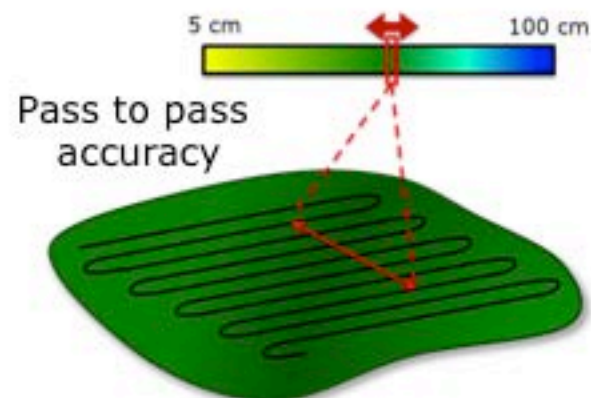
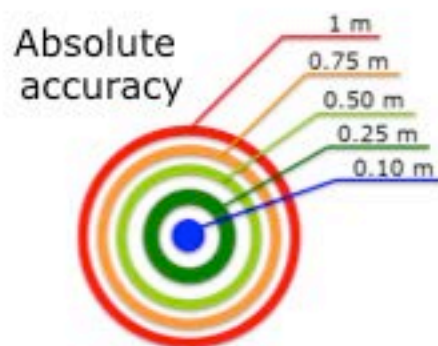


**Beidou**



**Galileo**  
(future versions)

## Custom Specifications



# Supported Hardware



AtlasLink



H321



P306-P307



Third-Party GNSS Receiver  
(via SmartLink/BaseLink)



V320



R330



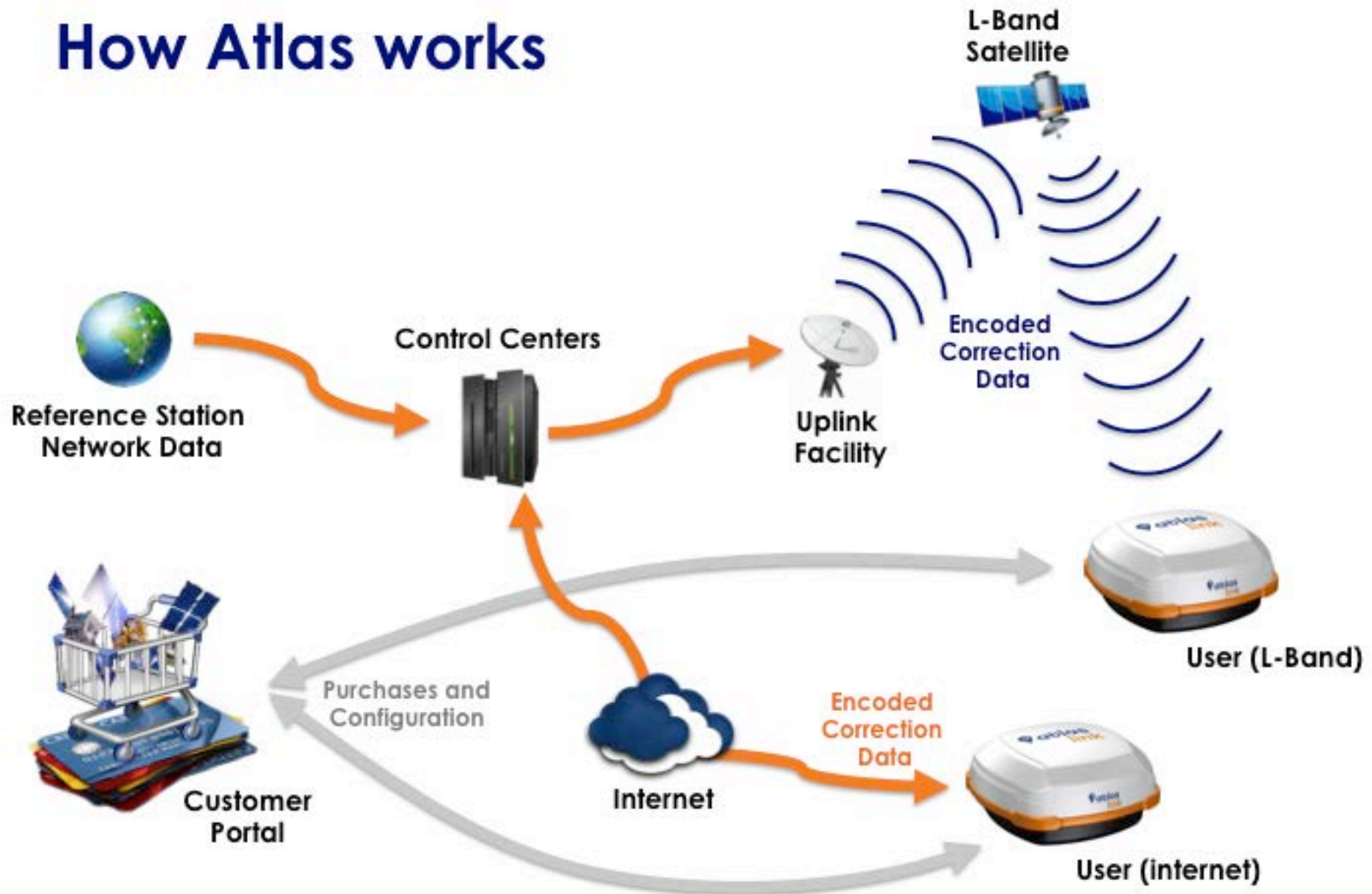
S320



VS330

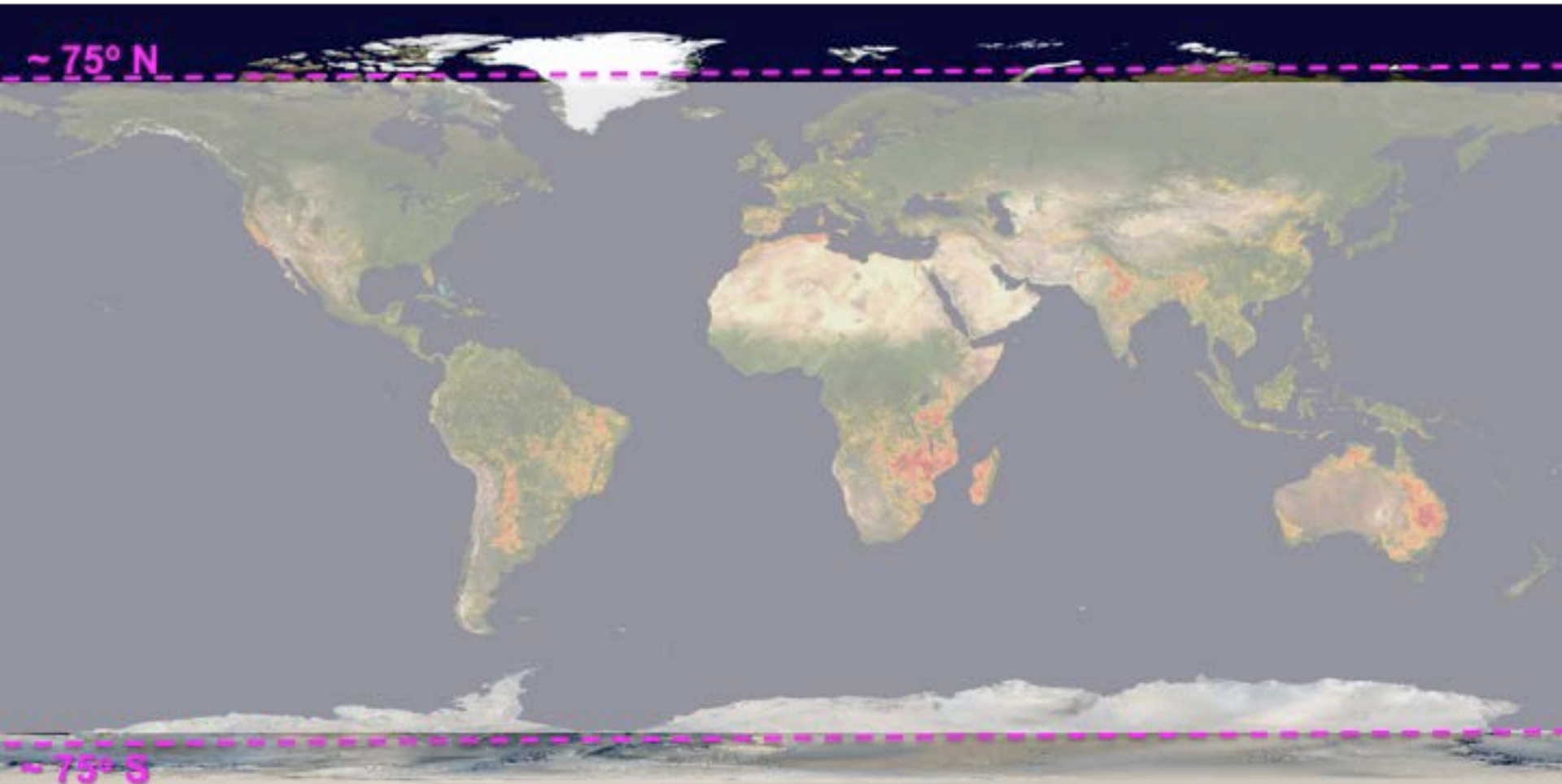
# System Infrastructure

# How Atlas works





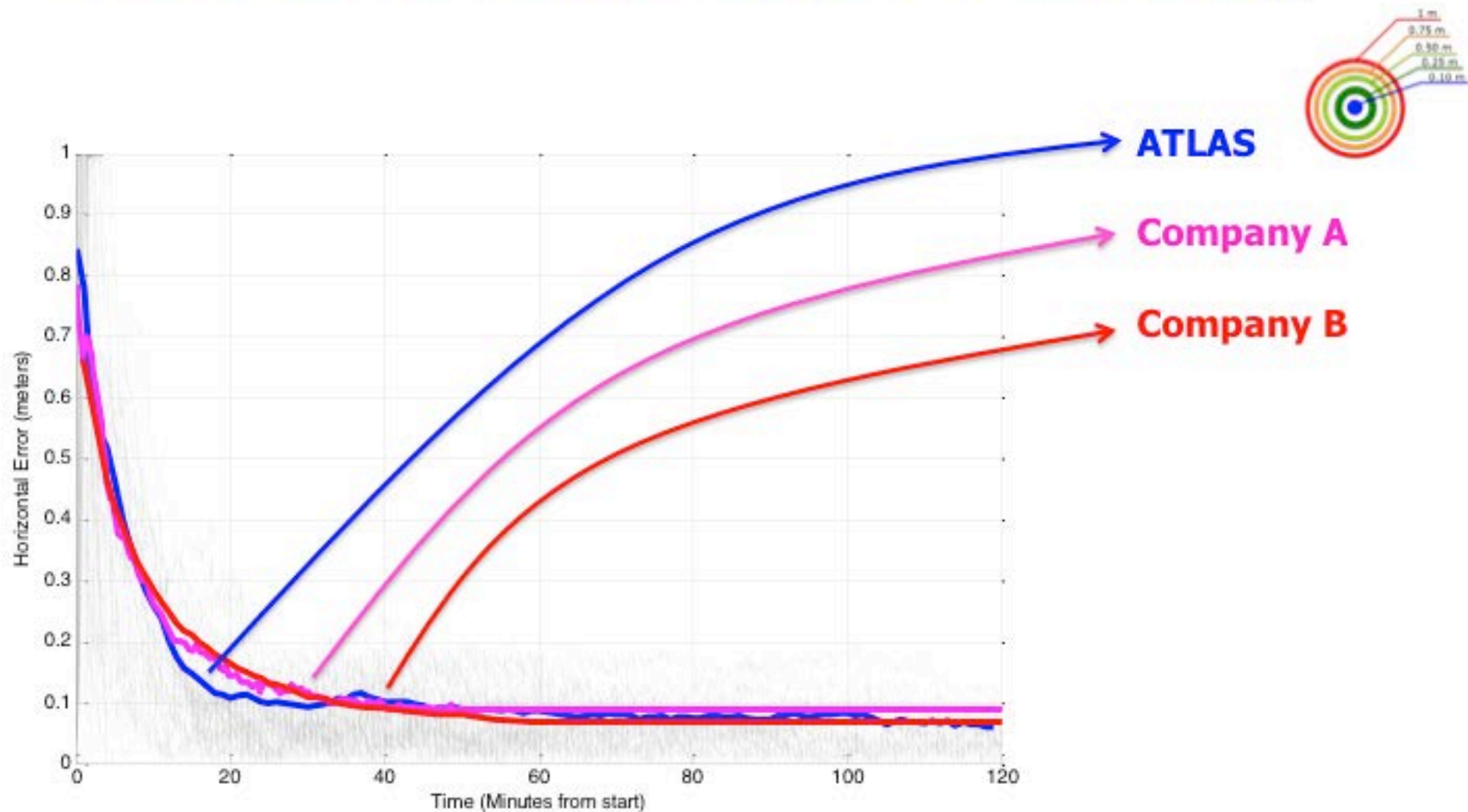
# Satellite Coverage



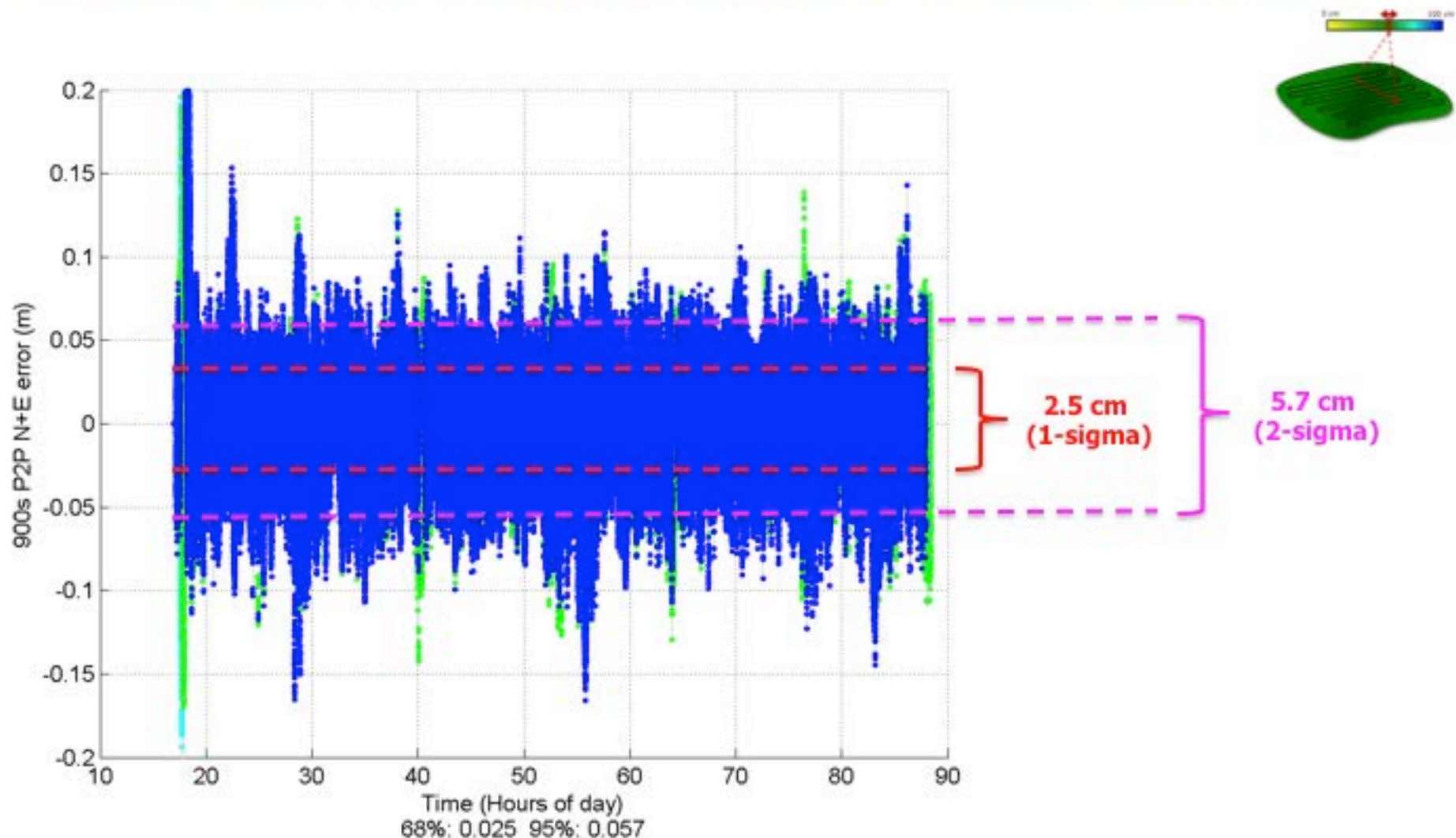


# Positioning Performance

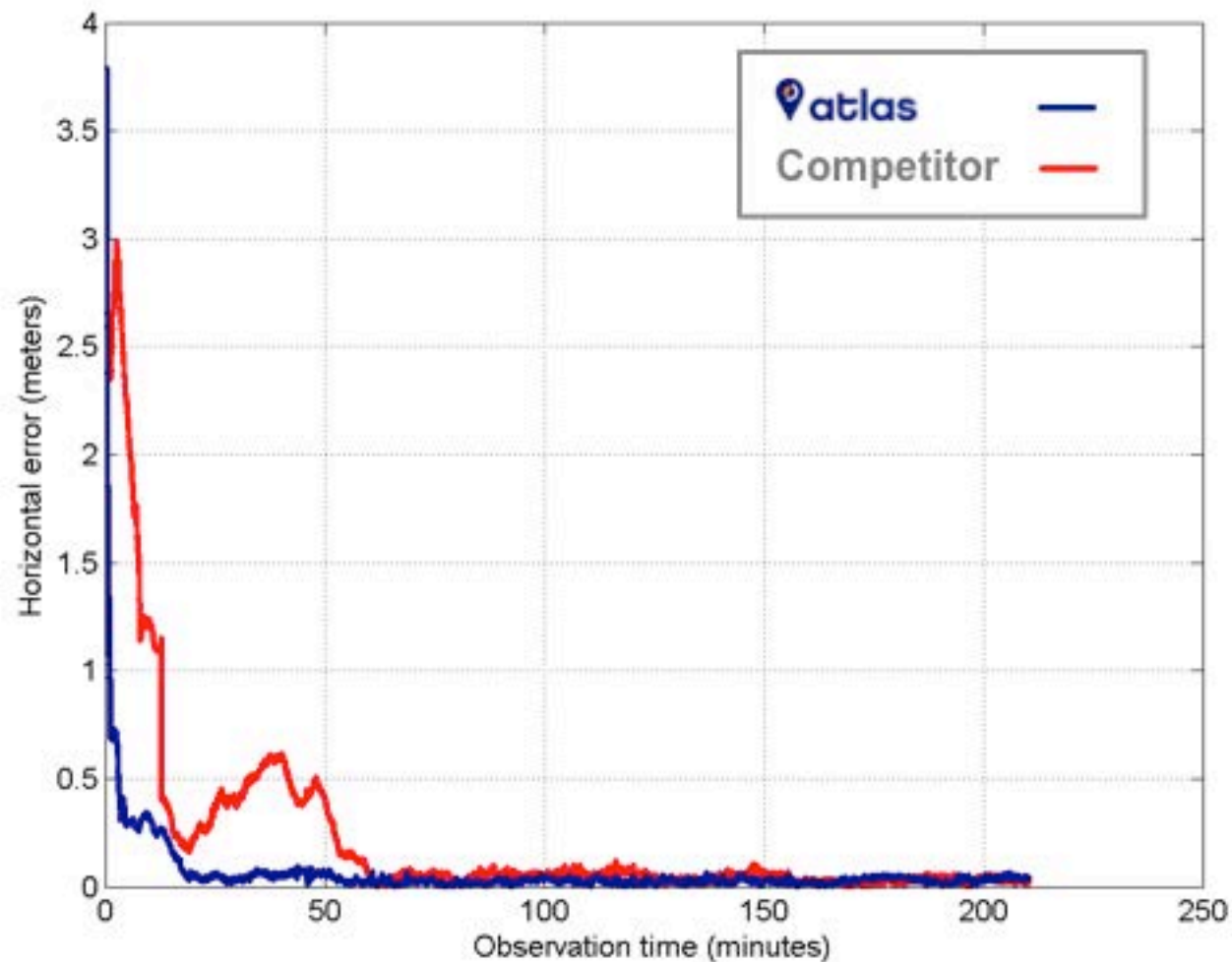
# ATLAS Rover Performance – Positioning



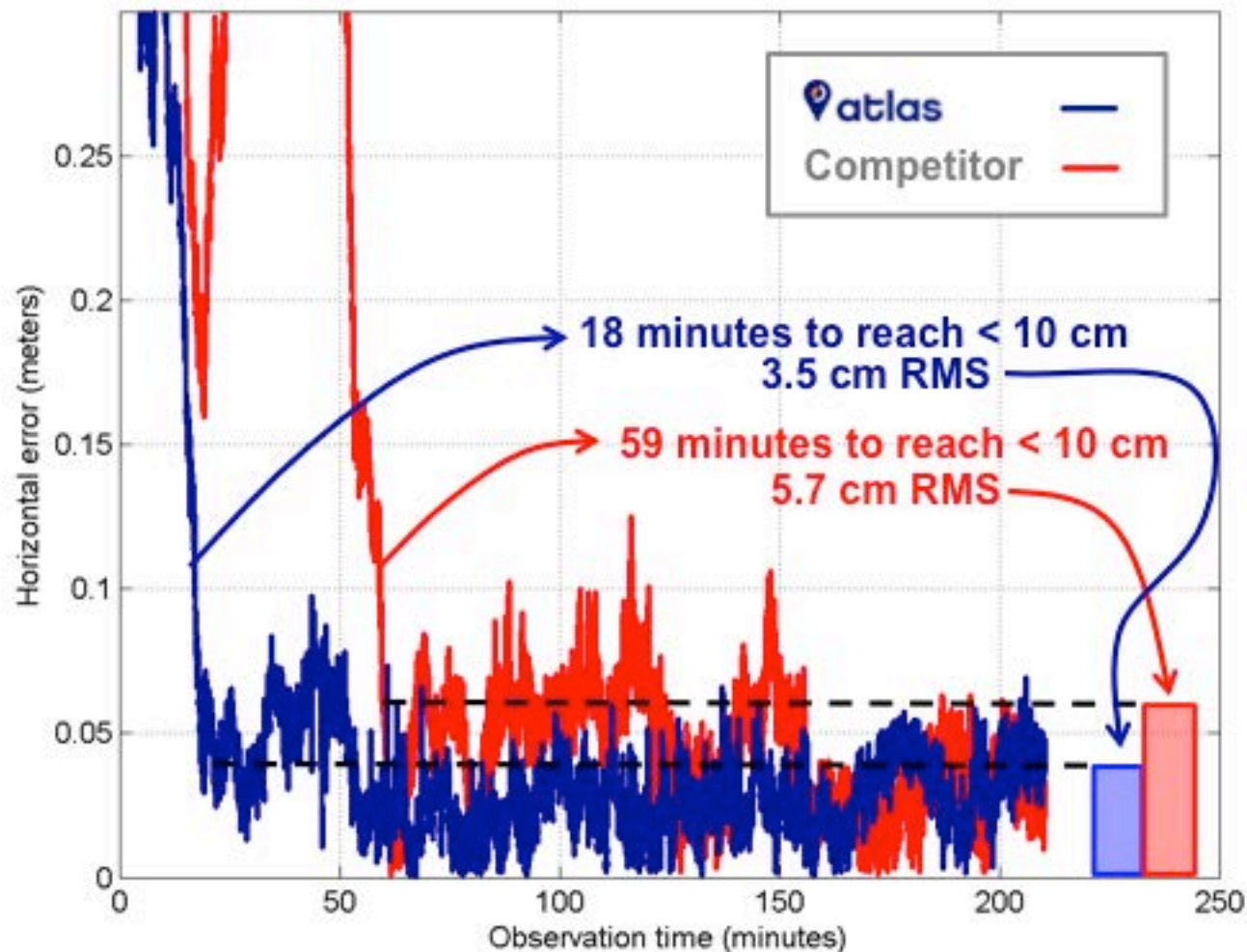
# ATLAS Rover Performance – Pass-to-Pass



# Side-By-Side Competitive Test Results

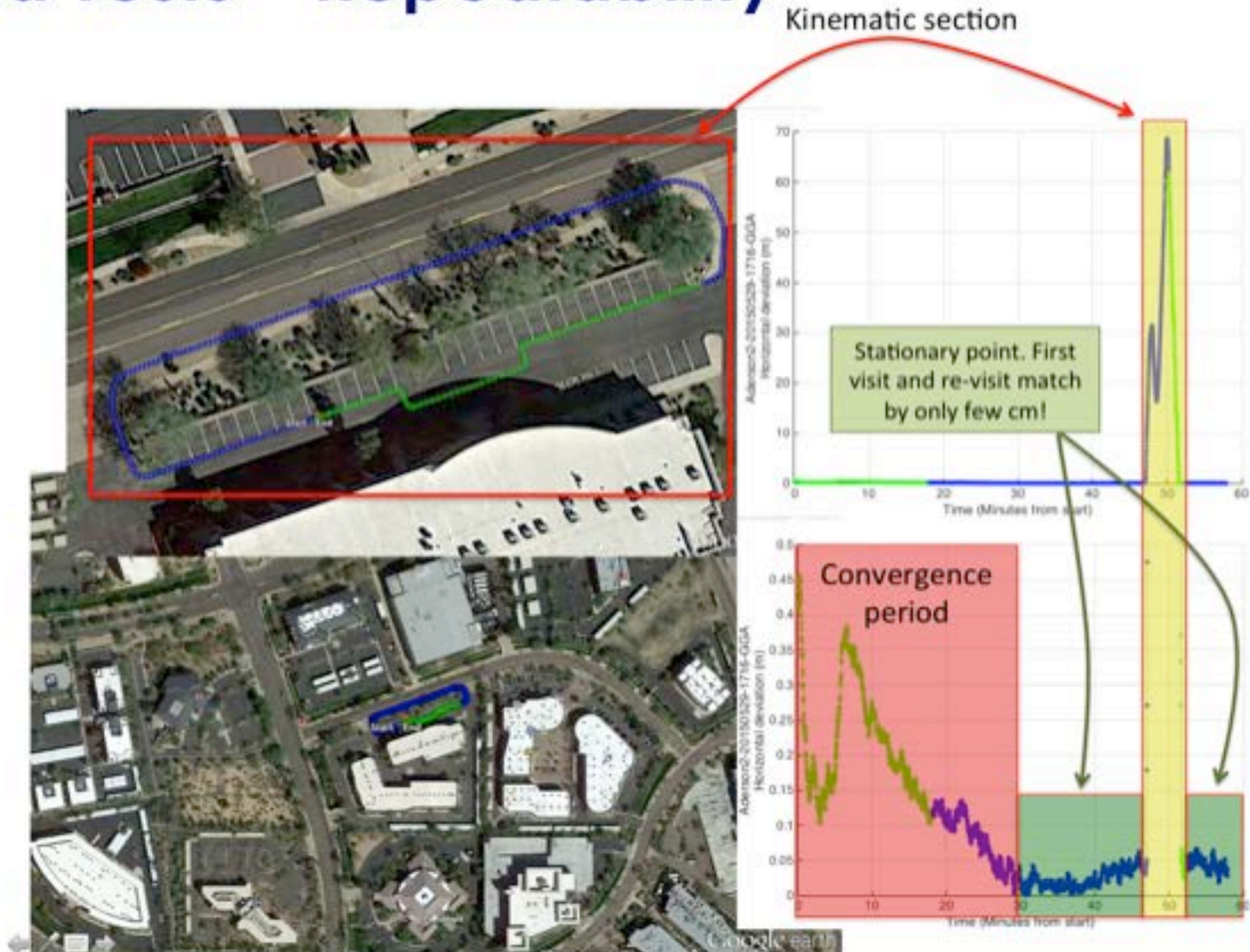


# Side-By-Side Competitive Test Results



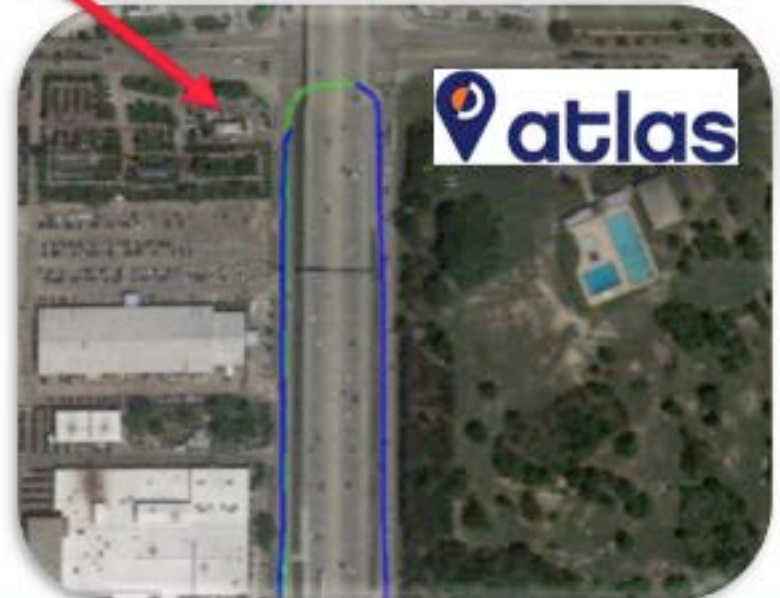


# Field Tests – Repeatability

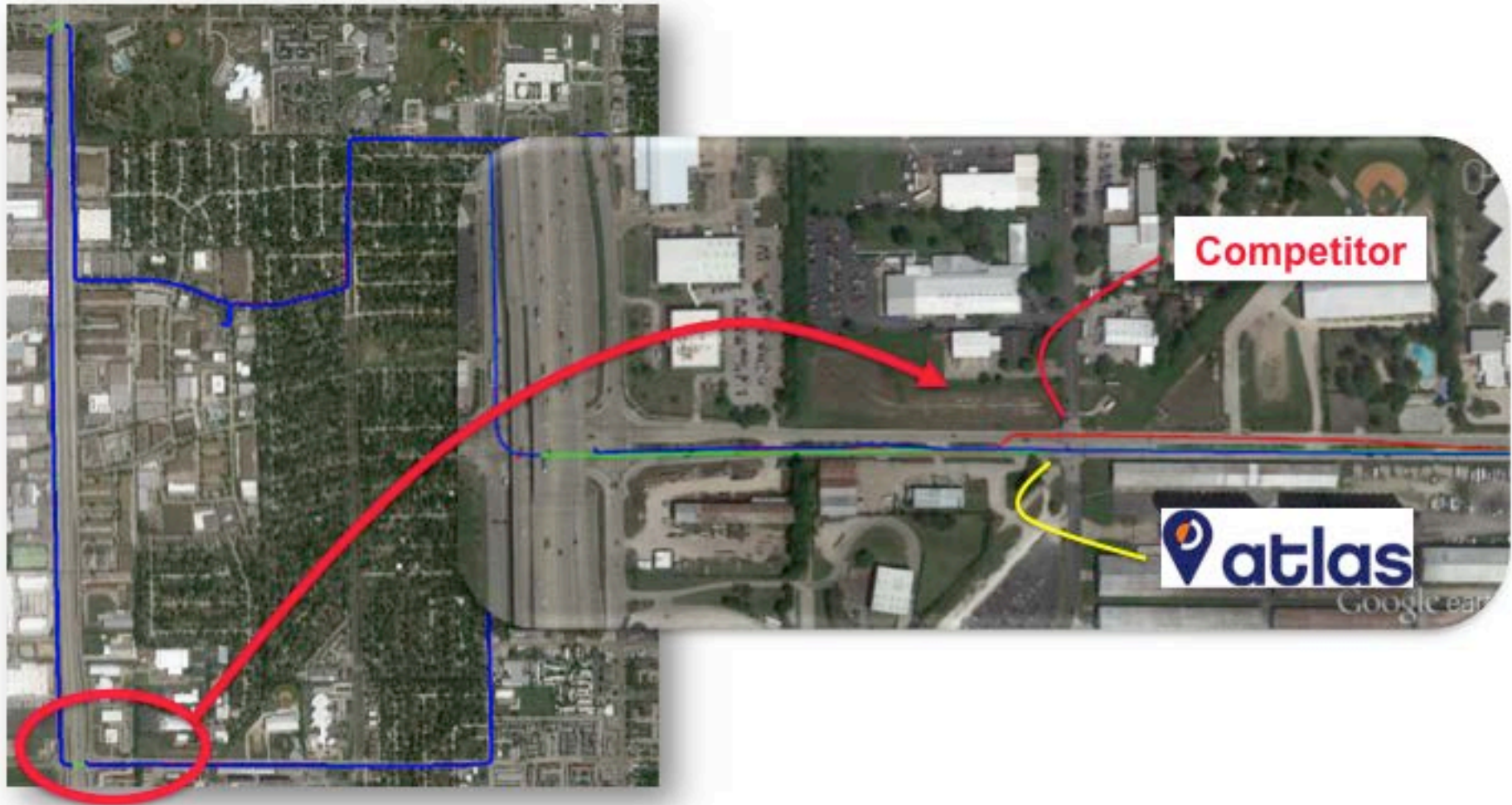




# Competitive Field Test



# Competitive Field Test







# AtlasLink™ Overview

- The world's most powerful multi-function smart antenna
- New industrial design
  - Built from the ground up for the most challenging environments
- Bundled with Atlas corrections – market-leading pricing
- Delivers FREEDOM through SmartLink™ and BaseLink™ capabilities



# AtlasLink™ Web UI

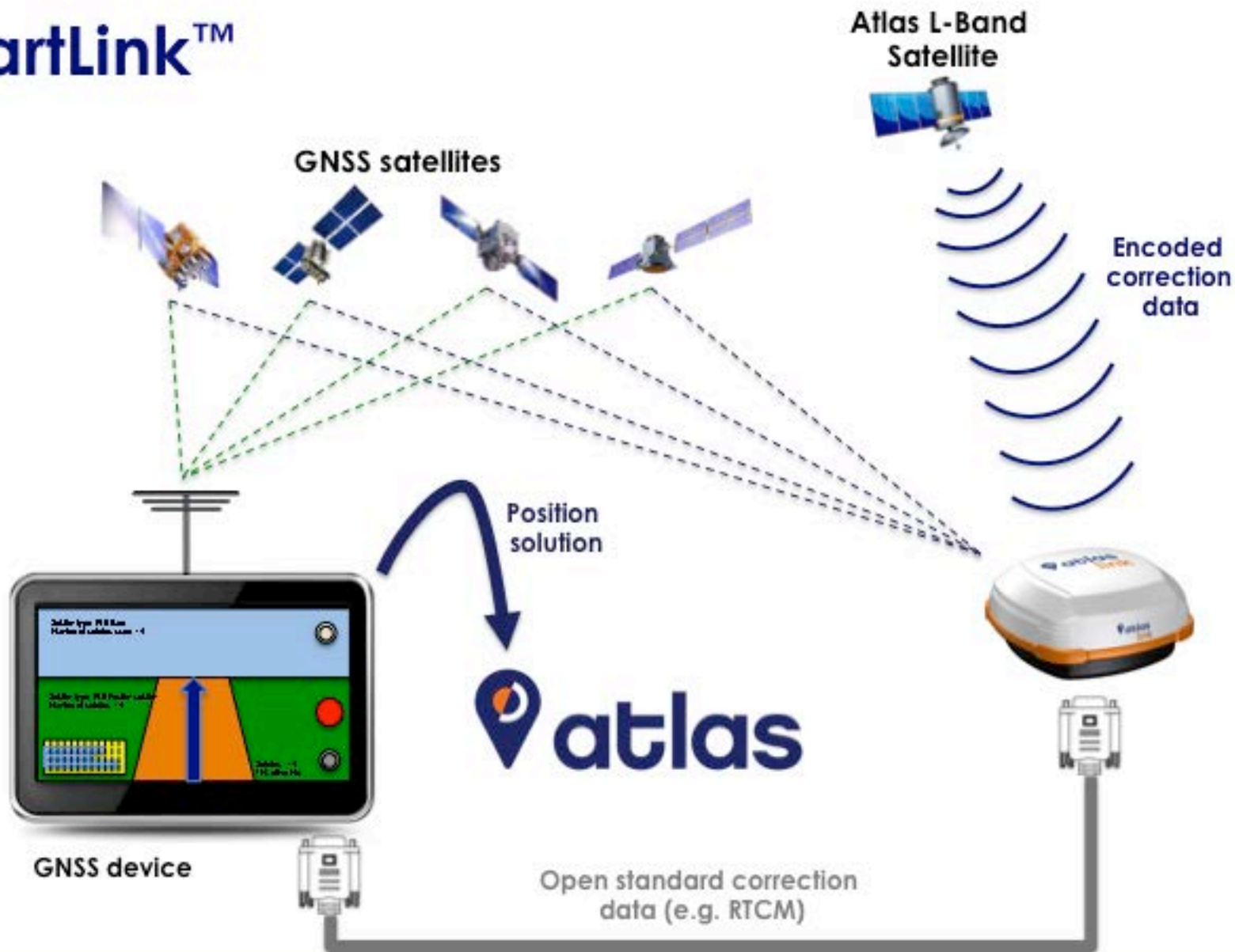


# AtlasLink™ Web UI

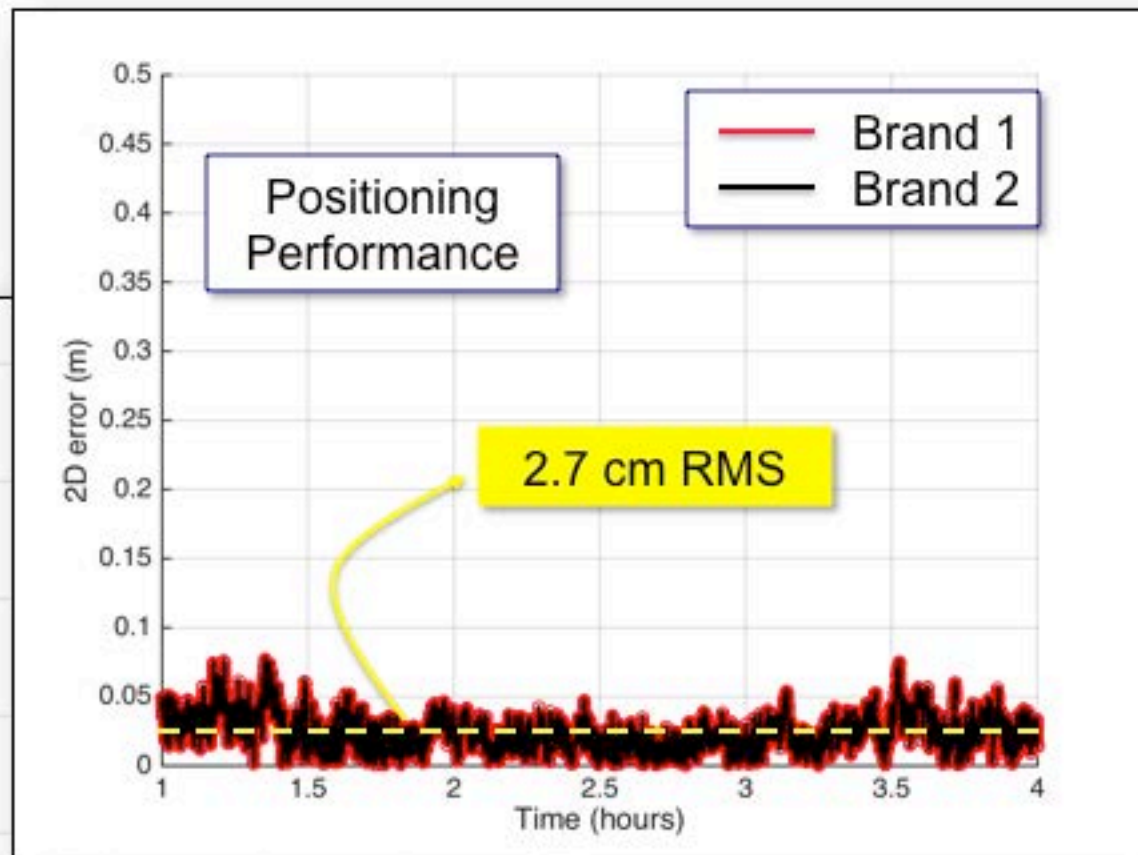
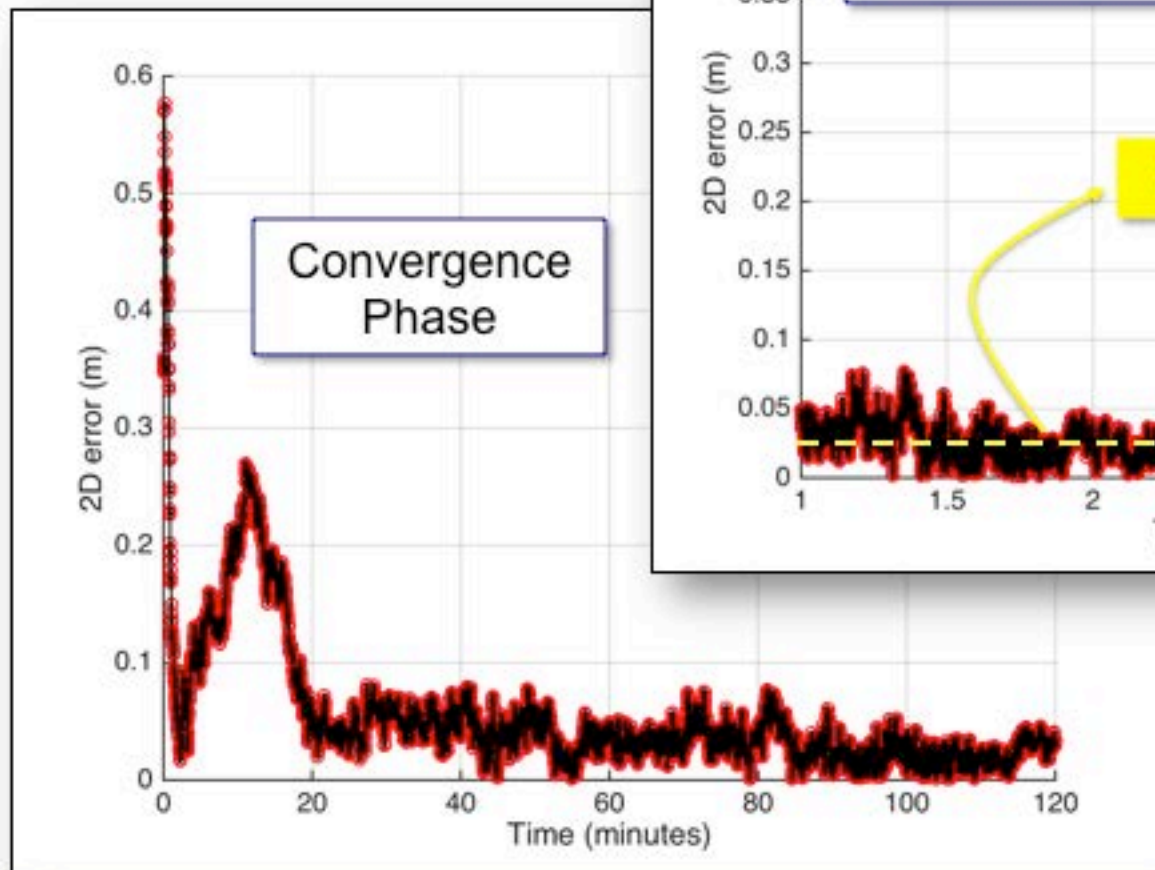




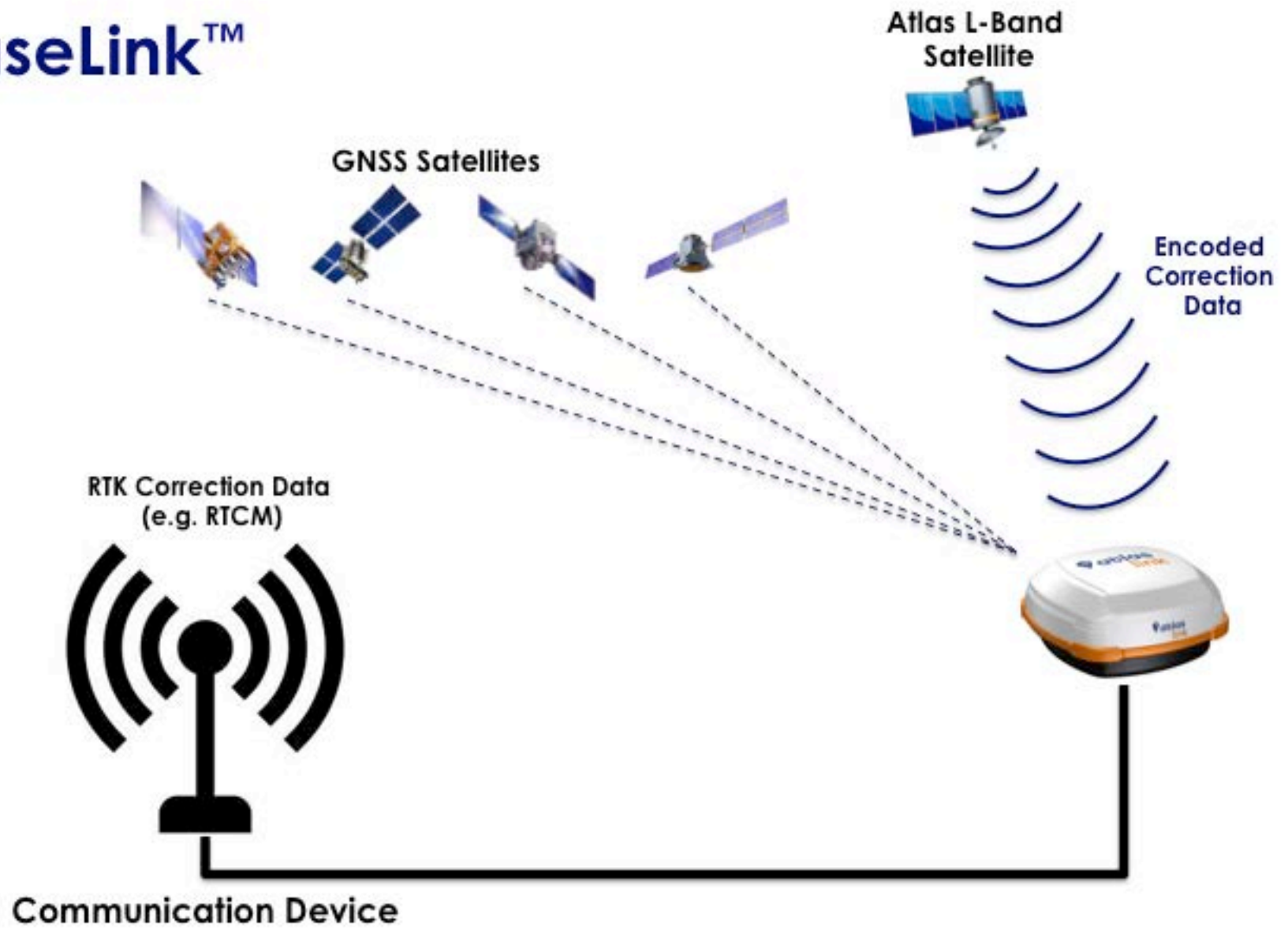
# SmartLink™



# SmartLink™



# BaseLink™



# Atlas Portal

# Portal Overview

- Easy, self-service website
- Enables users to manage devices, subscriptions
  - minutes from un-box to in-service
- Can be either Hemisphere or partner-branded
- Minimizes time to market



**Top Choice to Track**  
Manage your fleet and track  
your assets anytime.



**Management Made Easy**  
Manage your fleet and track  
your assets anytime.

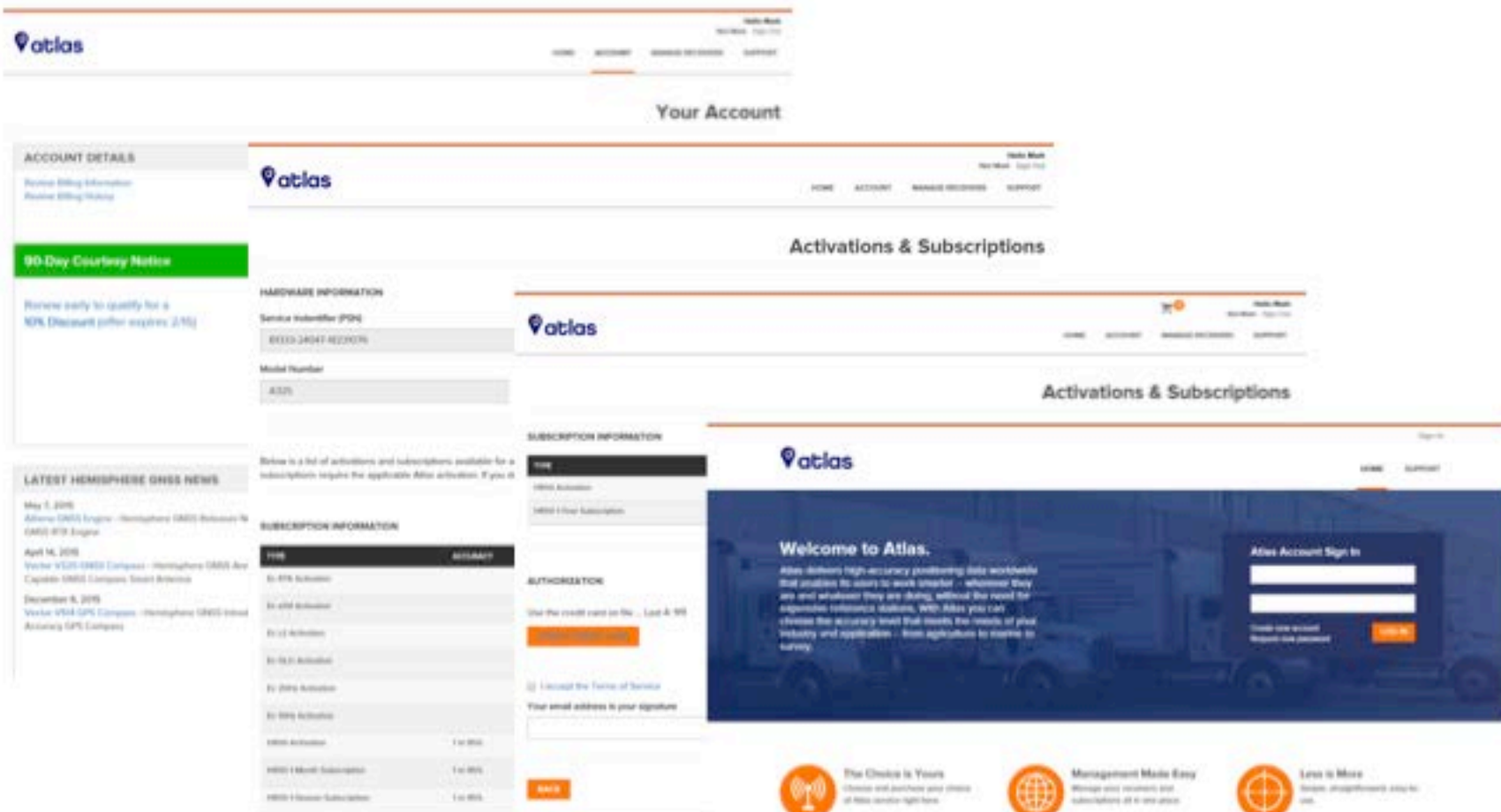


**Less to More**  
Manage your fleet and track  
your assets anytime.





## Portal Overview





# Summary

# Summary



- Correction Service Industry's *new, Disruptive choice*
  - OEM's and SI's now have a place in the market
    - Own their brands
    - Maintain control of their customer relationships
  - End users are free to choose the best service for their needs at significantly lower prices
- Matches or exceeds industry *best of breed performance*



- The worlds most powerful multi-purpose smart antenna
- The easiest way to receive Atlas corrections
- Delivers *FREEDOM* and *FLEXIBILITY* to customers through SmartLink and BaseLink