

Esri confirms presence at Location World Conference as platinum sponsor

Singapore: Geospatial Media and Communications is pleased to introduce Esri, the leader in location intelligence has helped customers unlock insights in data since 1969. Esri creates the world's most user-friendly mapping and spatial analytics software that connects everyone, everywhere through a common visual language, as a platinum sponsor at Location World Conference. The conference is scheduled to take place on 1-2 October 2018 at Conrad Centennial Singapore.

Location World is a two day business conference centred around the theme **BI+AI+IoT: Powering Economies** i.e. location technology - a business intelligence process that combines with AI, IoT and big data to generate insights from location-based or geographic business data. Businesses that integrate location intelligence into their marketing strategy benefit by gaining accurate information that gives them insights on their consumers, allowing them to take action involving customer bases, distribution channels, networks, as well as to maximize marketing decision making.

Location World Singapore 2018 aims to connect the dots for AI, IoT and Location Technologies with communities, business enterprises, government, research & academia, etc. through strategic collaborations, innovation promotions, partnerships and management liaison.

“Esri is honored to support Geospatial Media by sponsoring Location World,” said Brett Dixon, general manager, Esri Asia Pacific. “The conference is an excellent venue to bring people together so they can experience the power of location intelligence technology first hand. By exploring mapping and spatial analytics, we can better collect, view, model and share information that helps us do our best work.”

“The team is proud to have the support from Esri as the platinum sponsor at Location World conference, Singapore 2018. With the rising need of GIS products and services ArcGIS, the world's most powerful mapping and spatial analytics software, users create the maps that run the world with more than 300,000 organizations deploying software, including >75% of the Fortune 500 along with the world's largest cities and most national governments.. As we strive to create a unique platform by bringing together the business users of the industry from varied genre, Esri’s participation will add a greater value to the Location World forum”, said Prashant Joshi, Vice President, Outreach and Business Development at Geospatial Media and Communications.

About Location World Conference

Geospatial Media and Communications is organizing Location World, Singapore 2018 (#AtMyLocale) to explore the world of unification of future technologies i.e. Artificial Intelligence (AI), Internet of Things (IOT), and Location Intelligence (LI). Location World is a two-day conference which will take place in October 2018 in Singapore.

The conference will feature renowned speakers and panel leaders from various fields like analytics, data visualization, geospatial analysis, and data sciences. Location World will be a platform to engage, educate, promote and share best practices of location technology. It will bring together different industry genres under one roof to channelize knowledge and a revenue model bringing together the global community of unique business users, entrepreneurs, startups, technology experts, incubation hubs, academia & research, consultants, city authorities, digital cities thought leaders, etc. It’s a gathering of BT (business technology) professionals from sectors like BFSI (banking, finance, services,

and insurance), blockchain, cyber security, data privacy, advertising, retail, e-commerce, 3D printing, construction, real-estate, healthcare, supply-chain, etc. <https://locationworld.tech/index.html>

Contact

Swati Mittal
Geospatial Media and Communications
swati@geospatialmedia.net