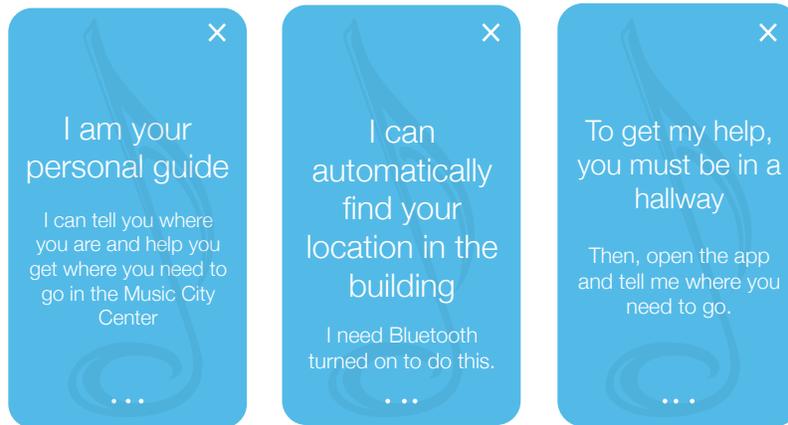


Music City Center's WAYFINDING APP

The new Music City Center mobile app is your personal guide to the Music City Center. Whenever you need help, simply open the app and tell it where you need to go, whether it's the closest restroom or how to get back to the parking garage. The app can pinpoint your location anywhere in the building and provide you with precise, turn-by-turn, photo-based directions to get you where you need to go. Just type in the room or event you are trying to find and the app will lead you there.



▶ How does it work?

The app uses beacons installed in the building's walls to direct users from point A to point B in the building. There are currently 62 beacons deployed in the Music City Center and these beacons were all supplied by BKON, a local manufacturer of the iBeacon hardware. The wayfinding system is the first of its kind to clearly show users to how find where they want to go inside a building using photos and the app includes over 500 photos from inside the Music City Center that will help visitors navigate their way through the 1.2 million square foot facility.

▶ Who created the wayfinding app?

The app was originally created by Dr. Jules White, an Assistant Professor of Electric Engineering & Computer Science at Vanderbilt, and a team of Vanderbilt students as a part of a class project. The unique public/private partnership between the Music City Center and Vanderbilt's Institute for Software Integrated Systems led to the development of the wayfinding technology and the launch of Dr. White's new Nashville-based startup company, Ziio.

The new Music City Center Wayfinding App is now available on iTunes and Google Play. To download, search keyword "Nashville Music City Center."

