



Kiana Integrates Presence Analytics Solution with HP Aruba WiFi

Delivers Real-Time 2x2 Meter Device Detection and Location-Based Analytics to Smart Cities, Airports, Shopping Centers and Other Large Venues Seeking Greater Accuracy and Visitor Insights

SUNNYVALE, Calif. – September 18, 2017 – [Kiana Analytics](#), the [location-based analytics](#) company that converts visitors to buyers, announced product integration with [Aruba](#), a Hewlett Packard Enterprise and the leading provider of next-generation networking solutions for enterprises of all sizes worldwide. The integration delivers Kiana’s universal device detection with unmatched proximity capability to airports, event venues, corporate and university campuses, shopping centers, and other high-traffic locations using [HP Aruba WiFi solutions](#).

Kiana Analytics made the announcement from Aruba Networks’ [APAC Atmosphere](#) conference held at the Parisian Macau, China, September 19-22, 2017, where Kiana is proud to be a Silver Sponsor of the event focused on “The Power of Mobile, Cloud and IoT.” The event draws more than 1,500 experts to experience Aruba’s latest security-driven solutions.

Driving rapid adoption of Kiana’s technology is functionality that enables organizations across industries to leverage their WiFi infrastructure to capture visitor traffic and demographic data that help improve operations and marketing initiatives. Kiana Analytics detects and analyzes tens of thousands of visitors per day, making it ideal for high-traffic locations and geo marketing.

Event attendees are encouraged to visit Kiana at the company’s booth or in the Smart City Pavilion for a live demonstration of HP Aruba and Kiana cloud-based solutions in action, featuring:

- **Universal Device Detection** – Recognizing all mobile devices and wearables (connected or passive; both Android and iOS)
- **Presence Analytics & Location Services** – Real-time location trends, foot traffic analytics and visitor statistics such as dwell time, frequency and duration of visits
- **Heat Map & Traffic flows** – Real-time, animated heat maps based on floor plan imports that show visitor density and provide flow analysis
- **Customer Engagement Engine** – To engage directly with customers via targeted advertisements, surveys and loyalty programs based on customer profiles

Stephen DiFranco, Principal of [IoT Advisory Group](#), explains, “Kiana’s platform, combined with HP Aruba’s powerful networking system, immediately makes available out-of-the-box presence analytics solutions to airports, campuses, shopping centers, and other venues looking to leverage their existing guest WiFi to better understand visitor behavior. Kiana will enable the hundreds of Aruba VARs, System Designers and Integrators to offer their customers precision proximity applications for retail, campus and event locations.”

“By combining the precision of Kiana’s location-based analytics with HP Aruba, one of the largest manufacturers of WiFi access points, thousands of HP Aruba customers will benefit from Kiana’s ability to detect visitors within 2 x 2 meters of WiFi sensors. The native real-time location services within the

Kiana platform pinpoint not only X & Y location, but also “Z” dimension (which floor),” explained Nader Fathi, CEO of Kiana Analytics.

About Kiana Analytics

[Kiana Analytics](#) cloud-based software and patented device detection enhance physical security, optimizes operations and delivers proximity solutions for businesses worldwide. Corporate campuses, event venues, transportation hubs and shopping malls use Kiana’s real-time remote awareness platform to strengthen on-site security and understand visitor behavior. Founded in 2013, Kiana Analytics is a fast-growing VC-backed company with offices in Silicon Valley and Germany. Kiana was named the “Hottest Company in July 2016” by the world’s largest startup accelerator, [Plug and Play Tech Center](#). To learn more, visit www.kiana.io or follow us on Twitter @KianaAnalytics.

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