



Introduction to atlas

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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

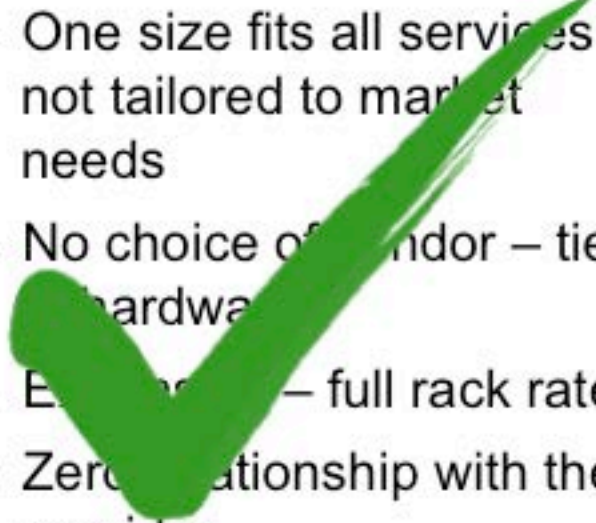
The Industry Needs Freedom

- 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

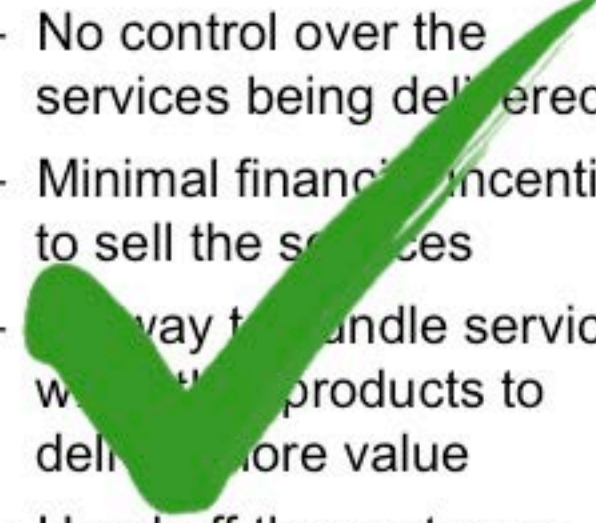
Welcome to atlas

What is Atlas?

- End Users

- One size fits all services – not tailored to market needs
 - No choice of vendor – tied to hardware
 - Expensive – full rack rate
 - Zero relationship with the provider
- 

- OEMs/Sis

- No control over the services being delivered
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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

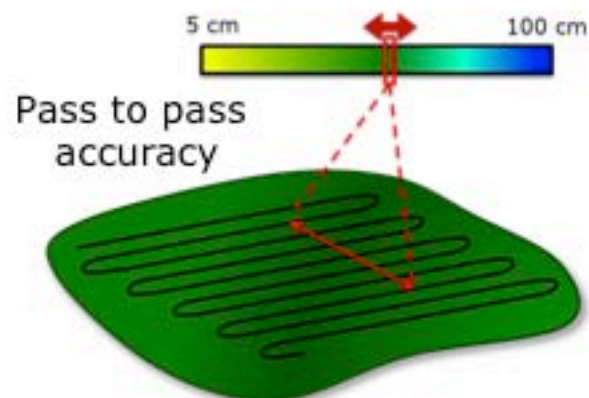
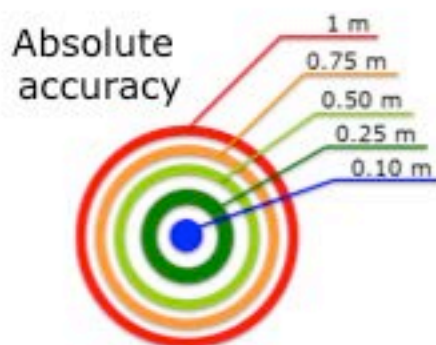


Beidou



Galileo
(future versions)

Custom Specifications



Supported Hardware



AtlasLink



H321



P306-P307



Third-Party GNSS Receiver
(via SmartLink/BaseLink)



V320



R330



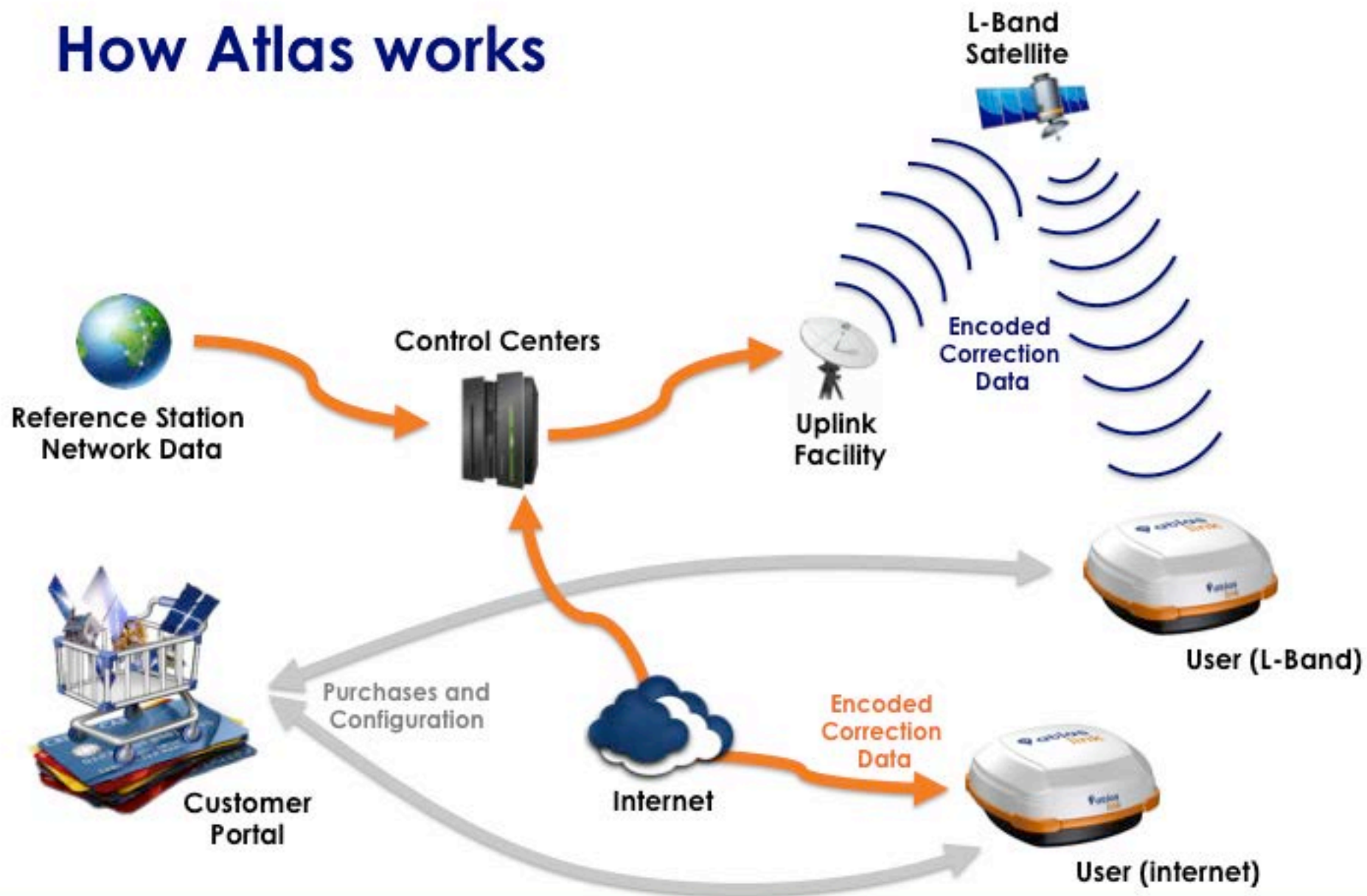
S320



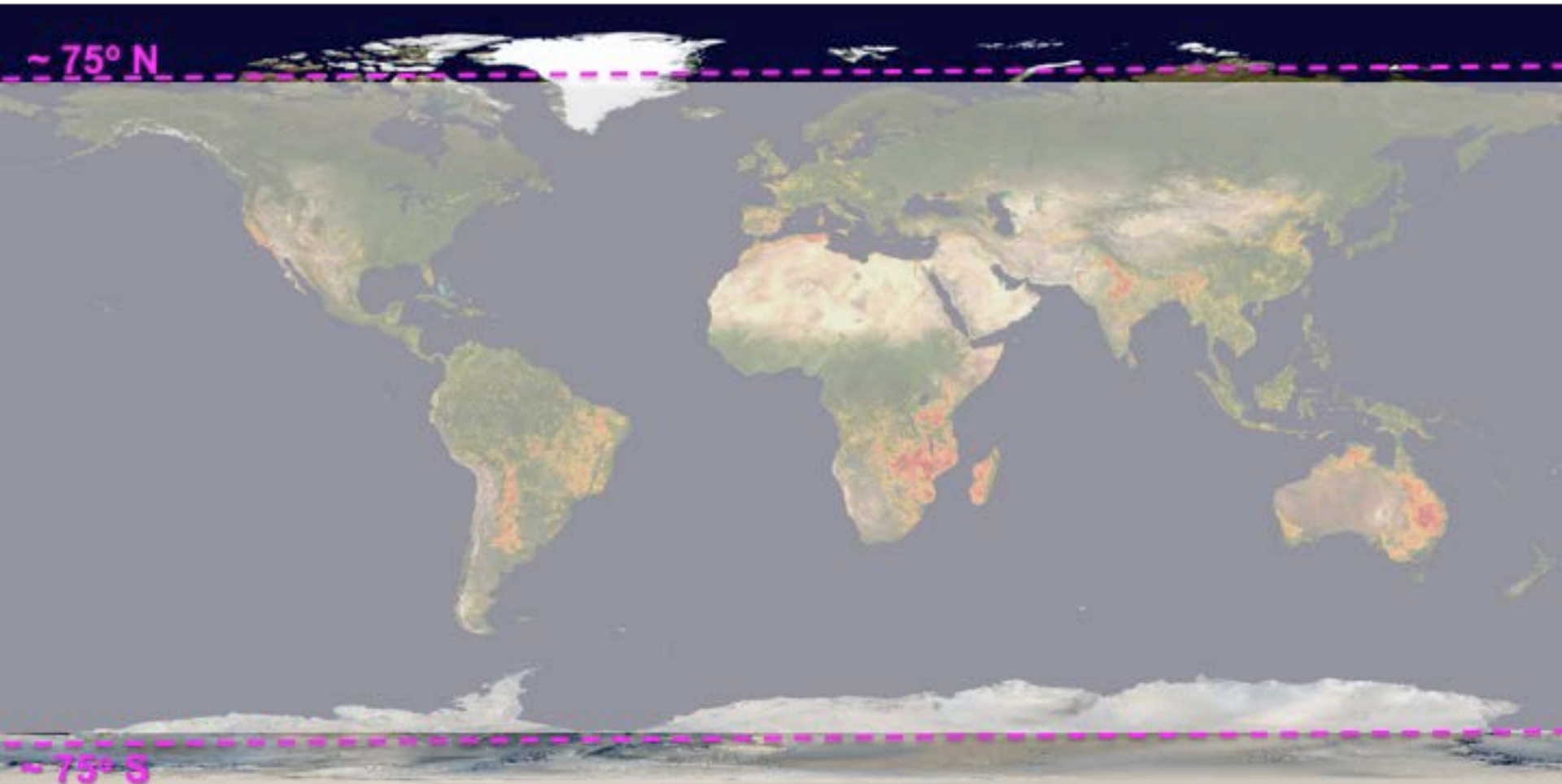
VS330

System Infrastructure

How Atlas works

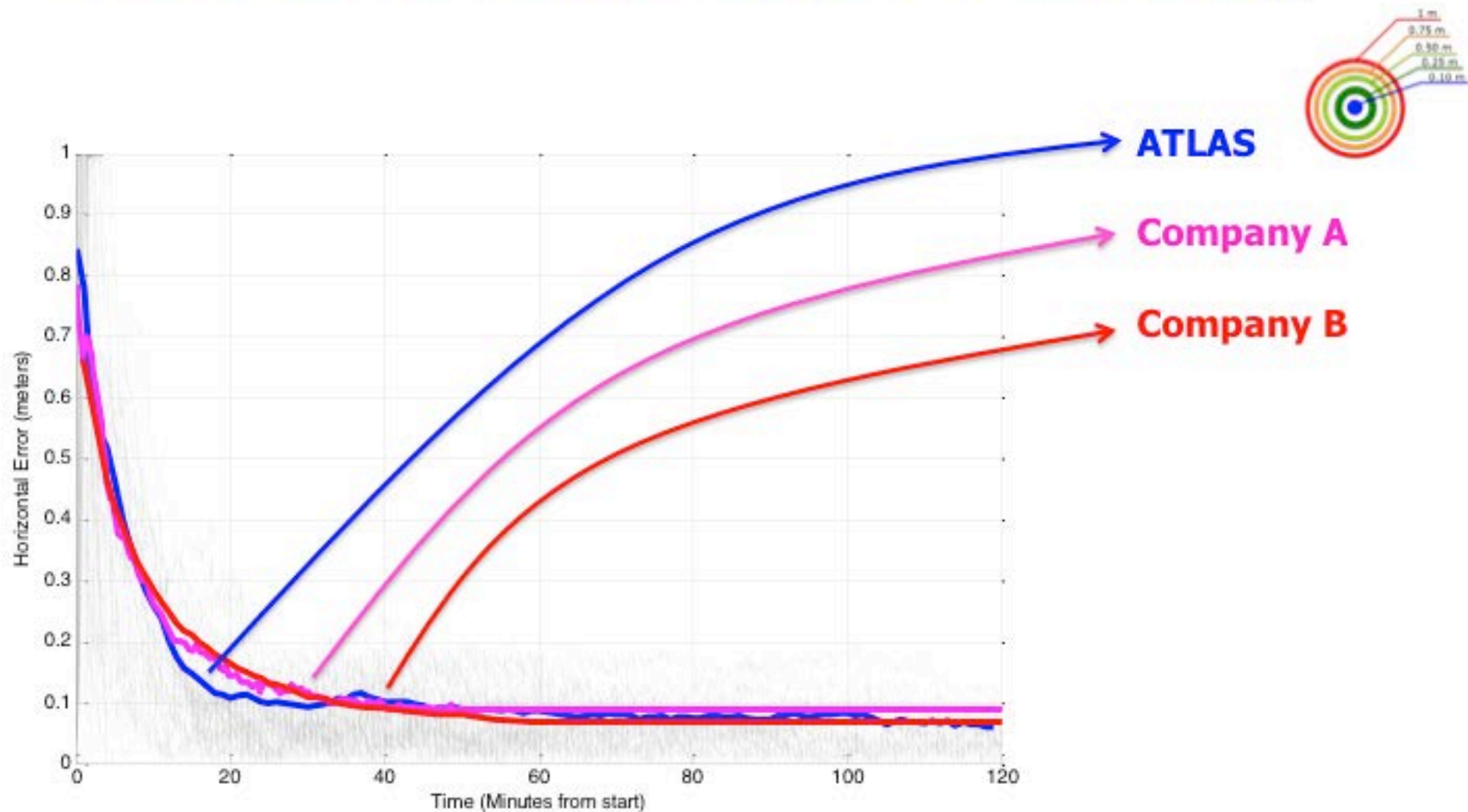


Satellite Coverage

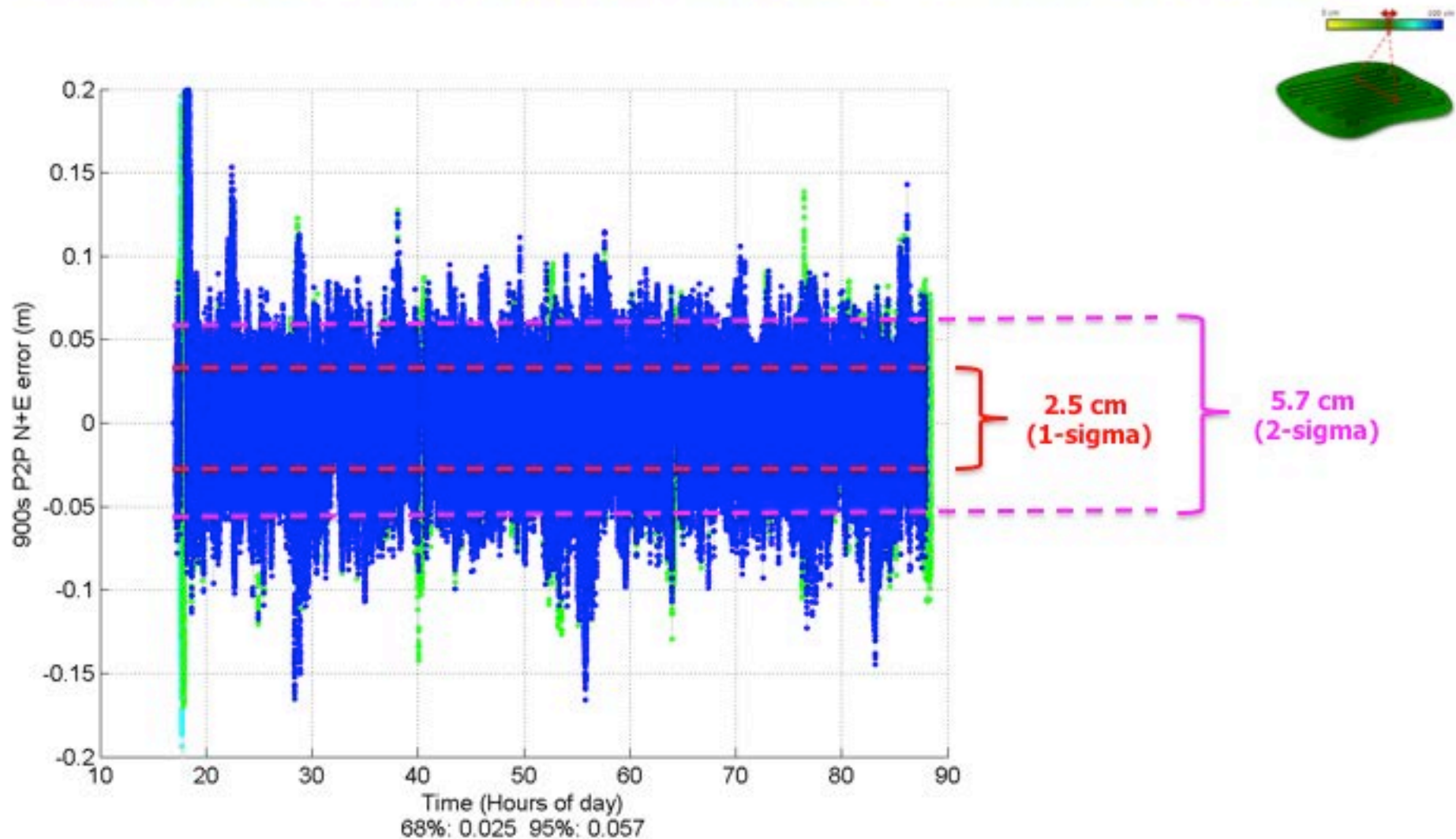


Positioning Performance

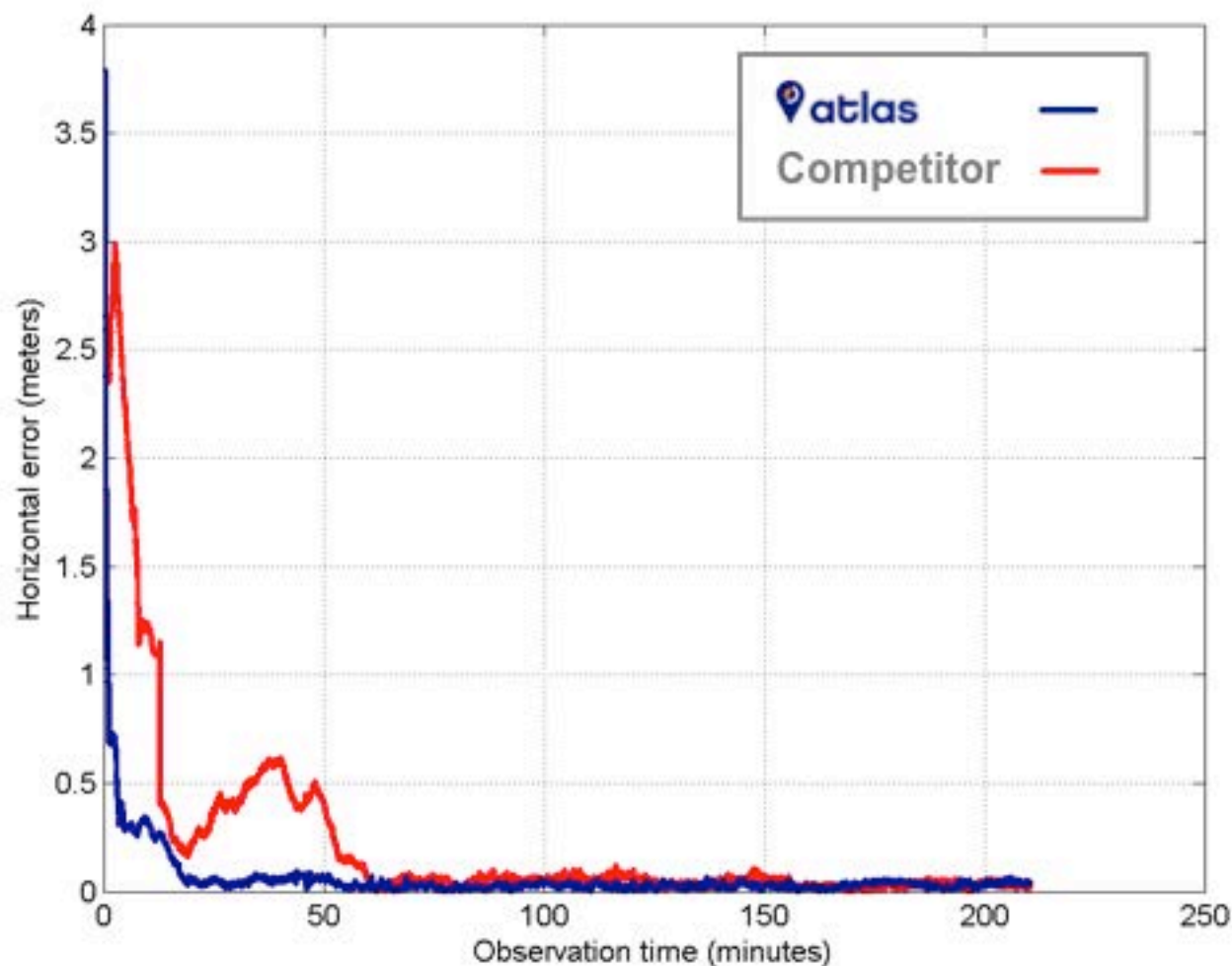
ATLAS Rover Performance – Positioning



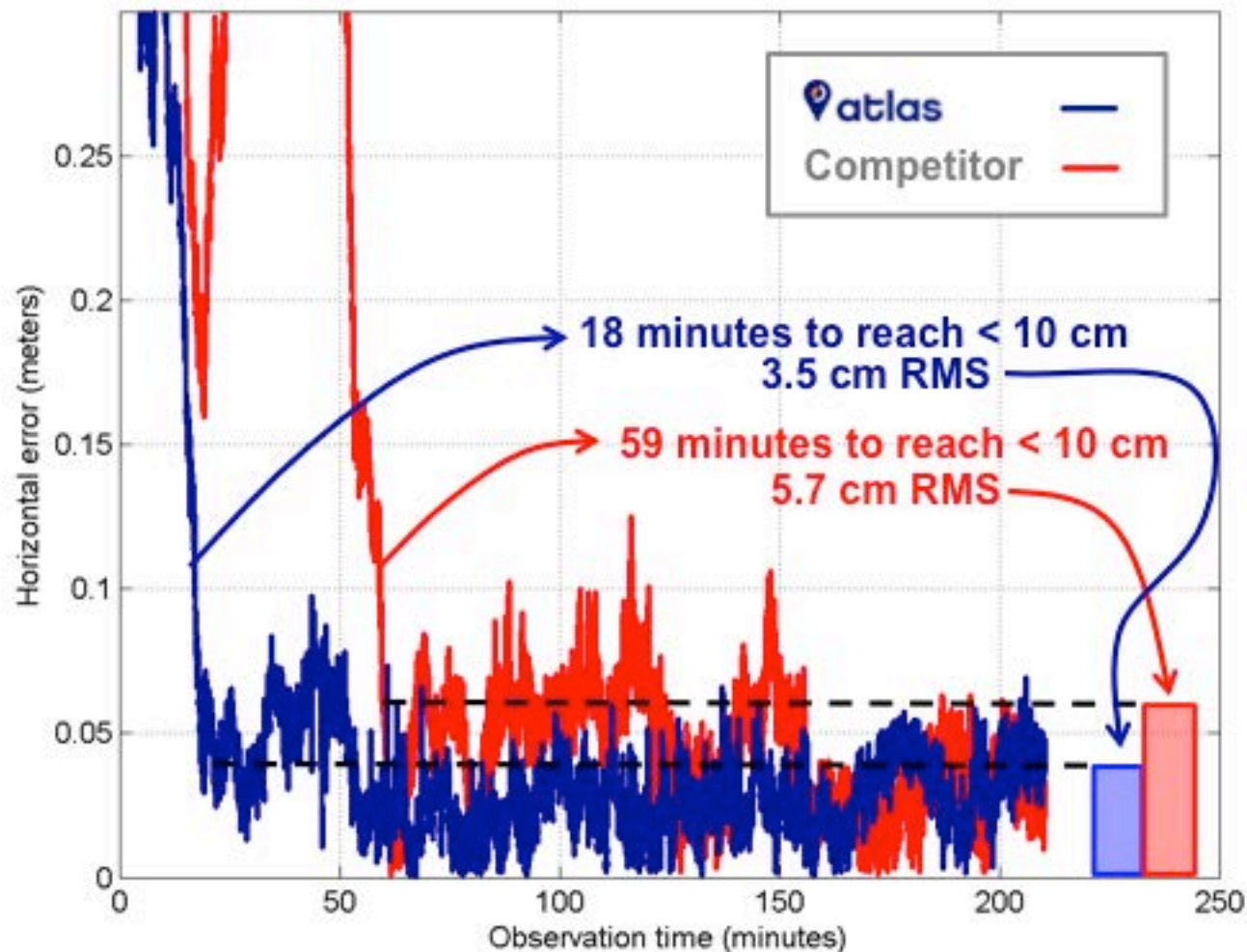
ATLAS Rover Performance – Pass-to-Pass



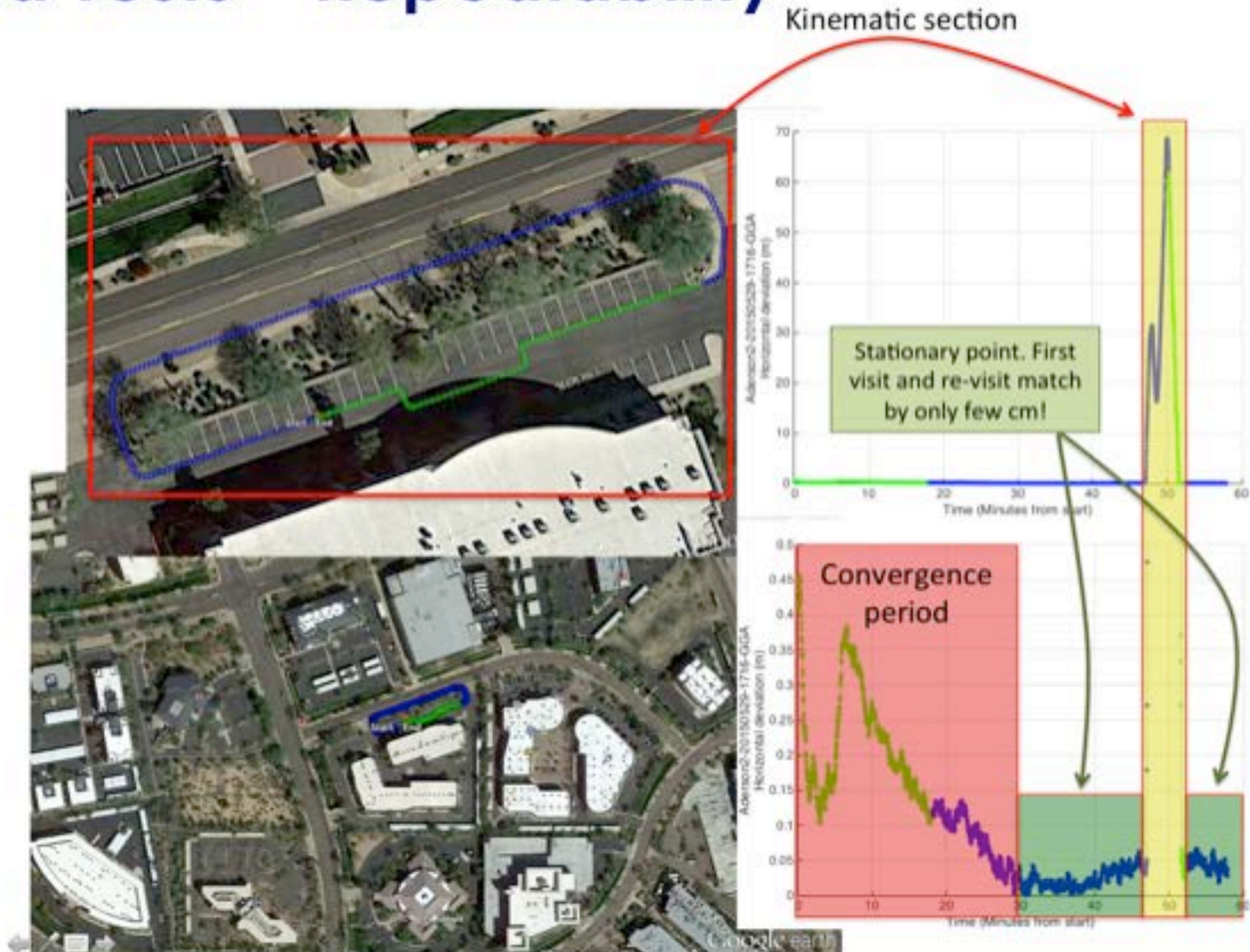
Side-By-Side Competitive Test Results



Side-By-Side Competitive Test Results



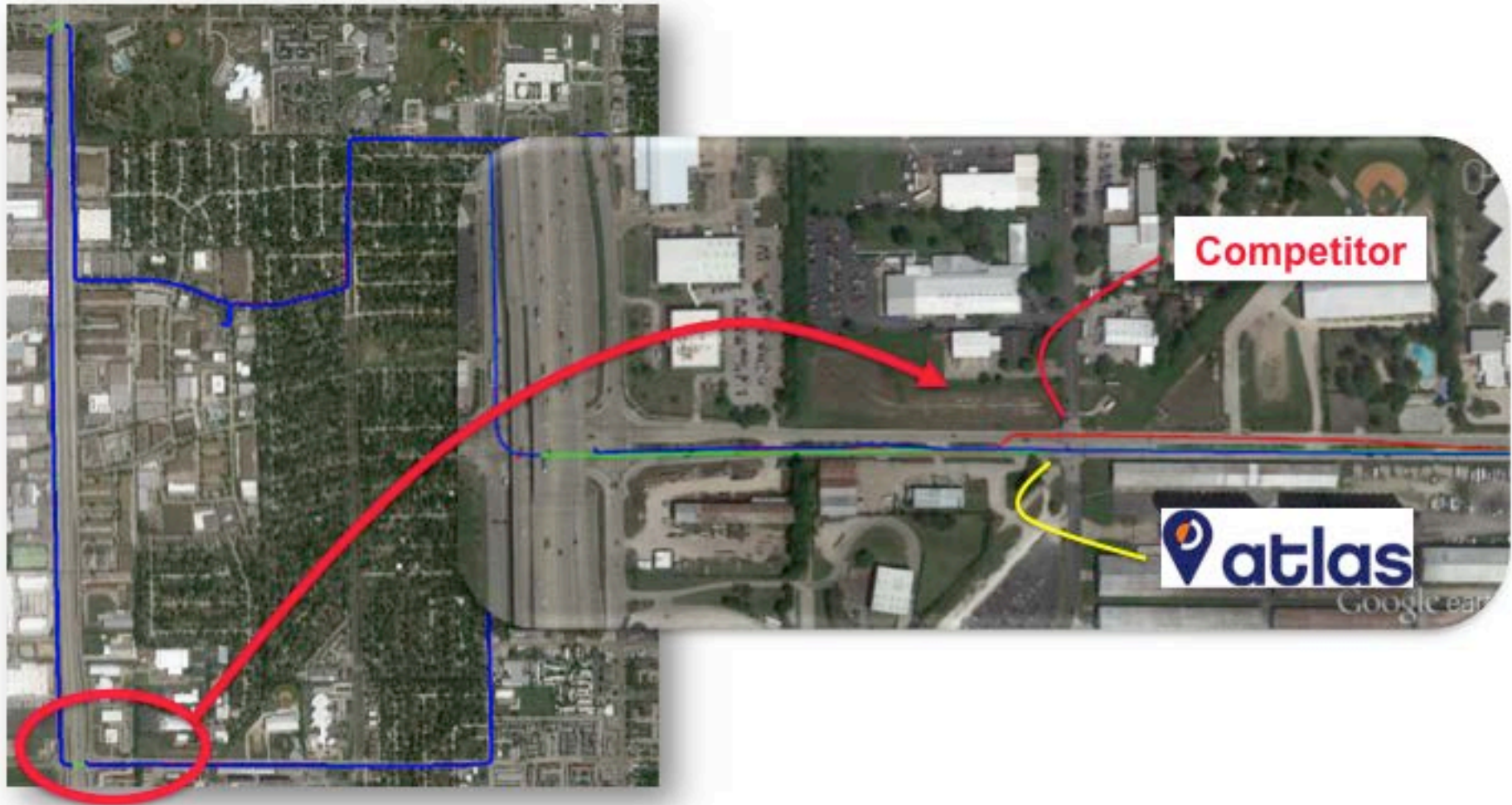
Field Tests – Repeatability



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



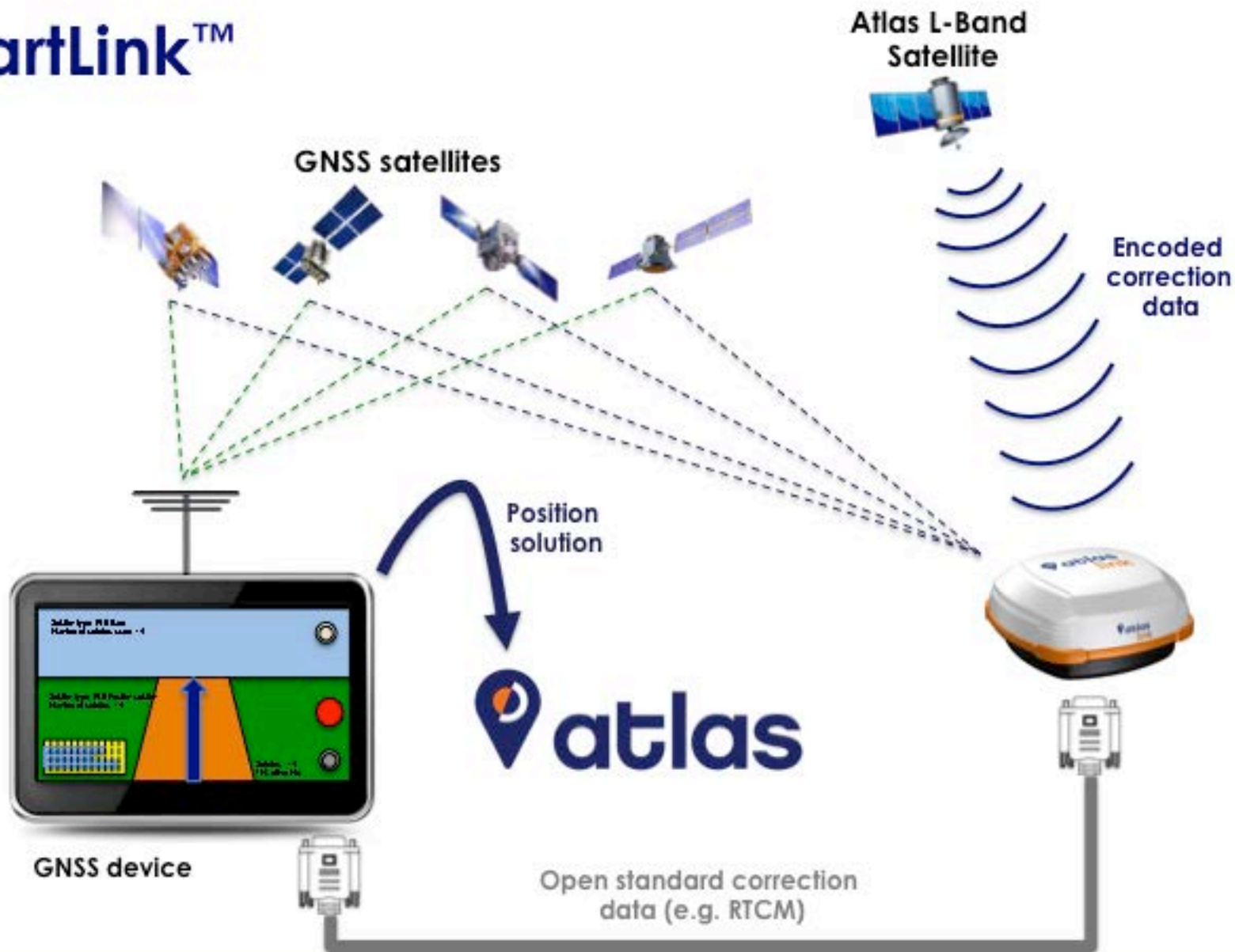
AtlasLink™ Web UI



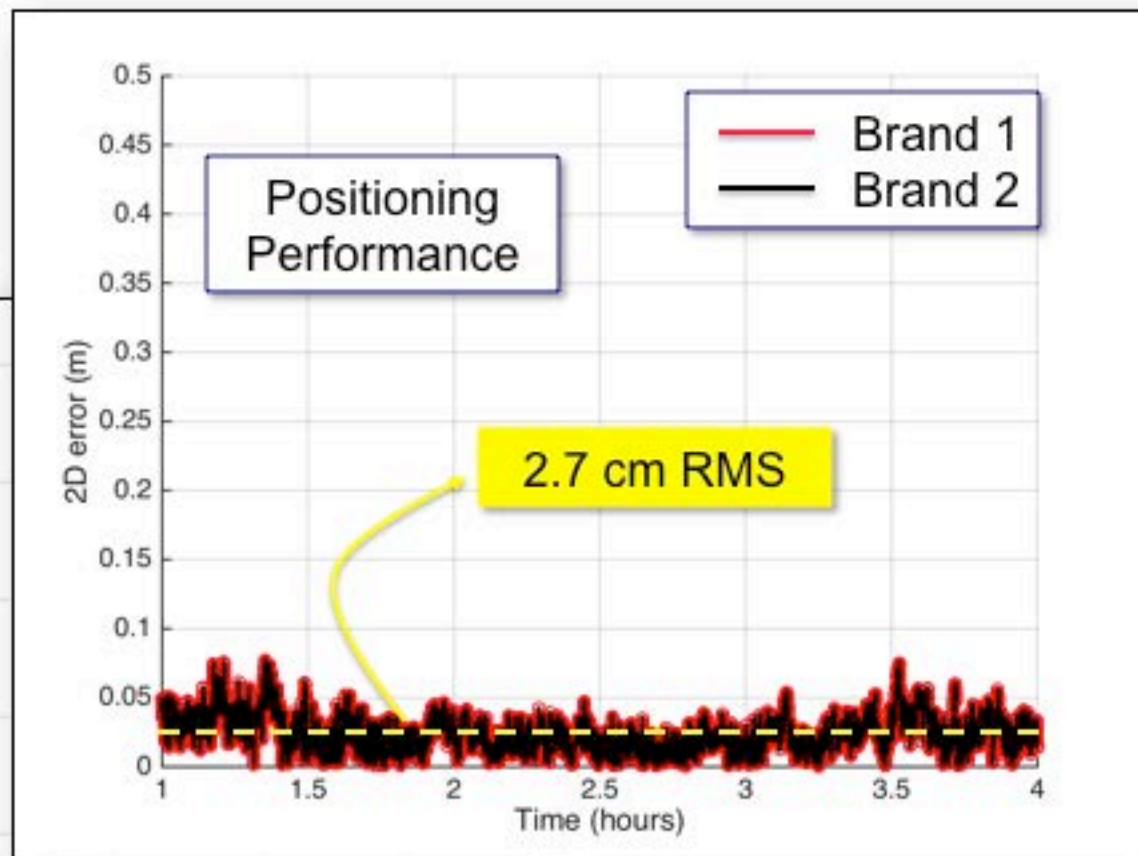
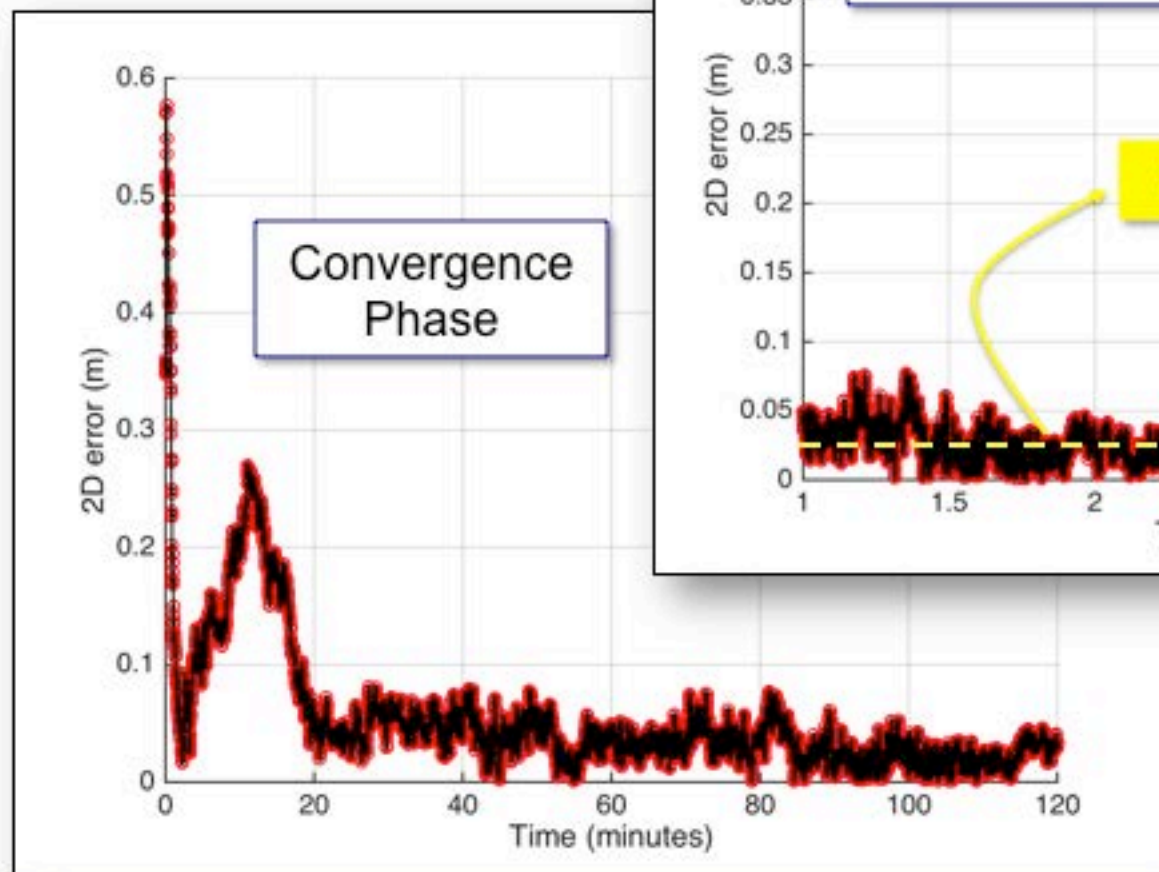
AtlasLink™ Web UI



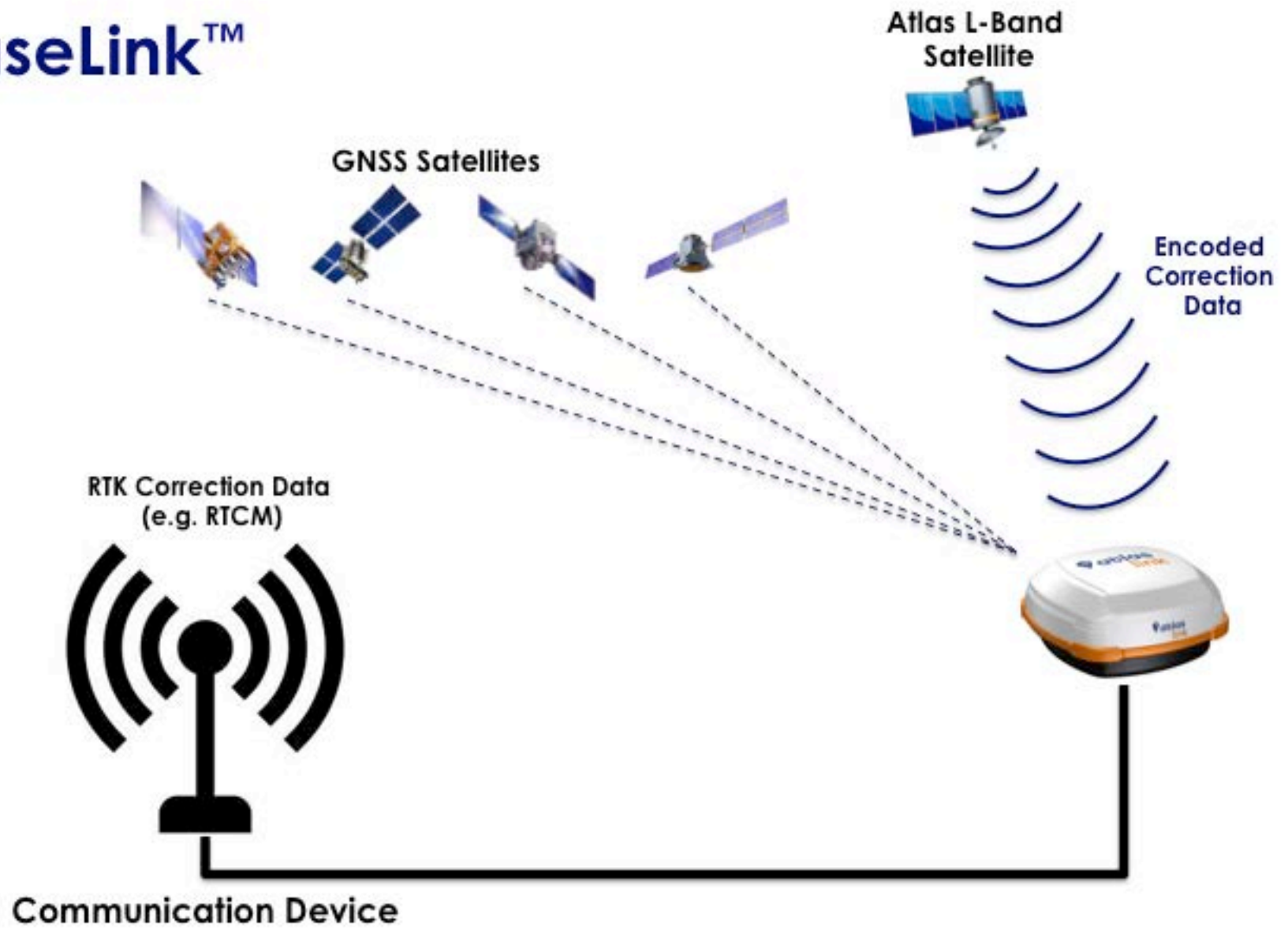
SmartLink™



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



New Devices to Track
Manage new devices and their
subscription options.



Management Made Easy
Manage your existing user
subscriptions and user data.



Links to More
Access additional services
and data.



Portal Overview

The collage consists of five screenshots from the Atlas website:

- Top Left:** A navigation bar with the Atlas logo and links for HOME, ACCOUNT, MANAGE DEVICES, and SUPPORT. Below it is a "Your Account" section with a sub-header "ACCOUNT DETAILS" and links for "Review Billing Information" and "Review Billing History".
- Top Right:** A "90-Day Courtesy Notice" banner in green, followed by a "Review early to qualify for a 50% Discount (offer expires 2/15)" banner.
- Middle Left:** A "HARDWARE INFORMATION" section showing "Service Identifier (PIN)" as 0000-24047-0220076 and "Model Number" as 4325.
- Middle Right:** A "SUBSCRIPTION INFORMATION" section showing a list of activations and subscriptions available for a device, including "Atlas 4325 Activation" and "Atlas 4325 Subscription".
- Bottom Left:** A "LATEST HEMISPHERE GNSS NEWS" section with three articles: "May 1, 2015: Atlas 4325 GNSS Engine - Hemisphere GNSS Releases a New GPS Engine", "April 14, 2015: Vector V500 GNSS Compass - Hemisphere GNSS Announces New GPS Engine", and "December 8, 2015: Vector V500 GNSS Compass - Hemisphere GNSS Announces New GPS Engine".
- Bottom Right:** A "Welcome to Atlas." section with a sign-in form. The form includes fields for "Email Address" and "Password", a "Sign In" button, and a "Forgot your password?" link. Below the form is a "Sign Up" button.

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