



**PRESS RELEASE**

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## **CriticalArc & Connexient Partner to Integrate SafeZone® and MediNav™**

*Announcing Product Partnership to Integrate Real-Time Navigation and Location Intelligence  
with SafeZone Safety & Security Response*

DENVER, COLORADO, UNITED STATES OF AMERICA, JULY 24, 2017 – Connexient and CriticalArc announced today that they have formed a partnership to integrate Connexient's MediNav™ Navigator Edition 2.0 with CriticalArc's SafeZone security response and emergency management solution. The combined solution will revolutionize the ability of organizations with complex campuses and facilities to respond to security and emergency incidents.

Connexient is the market leader in Digital Wayfinding and Enterprise Indoor Navigation Services for healthcare, with a rapidly growing roster of over 43 hospital clients. Powered by Bluetooth Low Energy (BLE) Beacons and sophisticated handset sensor fusion technology, MediNav™ Navigator v. 2.0 provides rich indoor maps, "blue dot" indoor navigation and location-based services for patients, visitors and staff.

CriticalArc is global technology innovator and the creator of the distributed command and control solution, SafeZone, which has been adopted by dozens of universities and hospitals across the world over the last several years. SafeZone fundamentally changes the way organizations manage safety and security operations across dispersed campuses and multi-site organizations, allowing proactive response that positively impacts the outcome of any incident.

The combined offering will integrate Connexient's indoor navigation and location services, along with its end-to-end outdoor + indoor maps, to enable truly transformative capabilities for large, complex facilities with real time situation awareness, navigation-enabled response and intelligent egress.

A major benefit will be the creation of safe 'corridors' between each campus, its halls of residence and popular destinations such as the train and bus stations. Additional monitoring and response cover along these thoroughfares will offer extra protection for people walking alone late at night. SafeZone protection will also extend to designated areas off campus, for example, for individuals on field trips, research projects or international placements, anywhere in the world.

Connexient's Co-Founder and CEO, Mark Green, stated: "As the leader in Enterprise Navigation Services, Connexient is always discussing new use cases for indoor navigation with our clients. One of the most frequent and compelling topics that comes up is Safety and Security. Our clients tell us that they are literally 'flying blind' when they try to respond to issues inside large, complex buildings. We realized that if we could combine indoor mapping and navigation with a robust safety and security solution, the positive impact would be enormous. Our partnership with CriticalArc is focused on exactly that."

CriticalArc's Co-Founder and CEO, Glenn Farrant, added: "SafeZone empowers first responders and incident managers through real time shared location information and incident details sent simultaneously to the control-room and to mobile responders in the field. This allows optimal response across campuses, satellite locations and for workers in the community. Integrating Connexient's indoor maps and navigation services will enable us to extend the benefits and unique capabilities of the SafeZone solution to large, complex buildings and indoor environments, and add the new and unique element of indoor navigation. Compared to the situation today, that is a truly revolutionary step forward."

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#### **About CriticalArc**

CriticalArc is a global technology innovator and the creator of the distributed command and control solution, SafeZone®, which has been adopted by dozens of universities and enterprises across the world. SafeZone fundamentally changes the way businesses manage safety and security operations across multi-site organisations and dispersed campuses, allowing proactive response that positively impacts the outcome of any incident.

Headquartered in Sydney, Australia, CriticalArc has offices and operations in the UK and North America providing an international delivery capability and reach. For more information on CriticalArc and SafeZone, please go to [www.criticalarc.com](http://www.criticalarc.com), email [contact@criticalarc.com](mailto:contact@criticalarc.com) or telephone +61 1300 13 53 40.

#### **Social Media**

Facebook: <https://www.facebook.com/safezoneapp>

LinkedIn: <https://www.linkedin.com/company/criticalarc>

Twitter: @CriticalArc

### **About Connexient**

Connexient ([www.connexient.com](http://www.connexient.com)) provides innovative Indoor Mapping, Navigation and Location-based Services for Enterprises with large, complex buildings and campuses. The **MediNav™ Navigator Edition** Patient Experience solution helps hospitals and healthcare networks to increase customer satisfaction and loyalty, reduce missed or late appointments and improve HCAHPS scores.