



MapsPeople Unveils 3D Visualization Capabilities for MapsIndoors

New 3D maps depict indoor spaces to scale with market-leading detail and expand customization possibilities

AUSTIN, Texas, April 4, 2023 — [MapsPeople](#), the leading indoor mapping provider, announced today an expansion of its mapping capabilities with the introduction of 3D maps to the MapsIndoors product. This new 3D mapping capability is now available for web and Android users, with a rollout to iOS slated for May 2023.

MapsIndoors' 3D maps utilize real 3D models and vector graphics, providing a high-performing piece of design for both small- and large-scale enterprises. With MapsIndoors' advanced technology, detailed and customized 3D indoor maps are now available at scale.

"The addition of 3D maps to MapsIndoors is a game changer for the indoor location market," said Morten Brøgger, CEO of MapsPeople. "This innovation provides scalability that allows our customers — many of whom have very large and complex solutions — to quickly access 3D options regardless of their available resources. This feature also allows our partners to better meet the specific needs of both small and large customers."

According to a [comprehensive study by McKinsey](#), companies that prioritized user-centric design options outperformed the industry-benchmark growth rate. The optimized 3D maps allow end users to greatly improve their experience and maximize ROI. Providing realistic depth into the map, this new design includes an improved understanding of sizes, heights and distances, all with the goal of being easy to navigate for enterprises.

"Our goal in developing 3D maps was to create a product that goes beyond the typical 3D extrusions," said Christian Christensen, Head of Product Management at MapsPeople. "By employing real 3D models and vectors, these maps serve not only as navigational tools but also as high-performing branding assets. Their attention-grabbing and engaging design elevates both brand positioning and user experience, making them an indispensable asset for any business."

To learn more about MapsIndoors' 3D maps, visit:

<https://www.mapspeople.com/solutions/use-case/3d>

About MapsPeople

[MapsPeople](#) is a SaaS company with HQ in Denmark and offices in Germany, US and Singapore. Specializing in developing and implementing the dynamic mapping platform, MapsIndoors, MapsPeople provides the solution for handling both basic wayfinding and navigation in large building complexes, as well as optimizing the utilization of indoor spaces through smart integrations. Founded in 1997, mapping was and continues to be the core of the



business. MapsPeople's platform, MapsIndoors, consists of software development kits (SDKs) for any platform, APIs, and a powerful content management system (CMS). MapsIndoors is currently running in more than 40 different countries.

Media Contact:

Marisa Miller

BLASTmedia for MapsPeople

317-806-1900

mapspeople@blastmedia.com

Source: MapsPeople