Boilerplate examples

MapsPeople intro (55 words)

For over 120 years, MapsPeople has helped people navigate the world — from hand-drawn maps of the past to today's cutting-edge indoor mapping technology. Since 1997 digital mapping and wayfinding has been our core expertise. In 2009, we became a SaaS company focused on making the world more accessible with our dynamic mapping platform, MapsIndoors.

About MapsPeople (73 words/471 characters)
For more than 120 years, we have worked with maps to help people navigate the world — from hand-drawn maps of the past to today's cutting-edge indoor mapping technology. Since 1997 digital mapping and indoor wayfinding has served as the core focus for MapsPeople. In 2009, we became a Software-as-a-Service company focusing on making the world more accessible by guiding everyone, anywhere, at any time through our dynamic mapping platform, MapsIndoors.

About MapsPeople (60 words/510 characters) - For press releases/Company announcements
MapsPeople is the world-leading provider of mapping and navigation. The company specializes in developing and implementing the dynamic mapping platform MapsIndoors, that allows people to effortlessly navigate large and complex buildings and optimizes the exploitation of buildings via integrations with clients' IT-systems. MapsPeople has a presence in 40 different countries and works with industry leaders in a number of verticals.

Key Market Differentiators (89 words/602 characters)
The MapsIndoors platform is built with Google Maps technology which ensures seamless transitions from outdoor to indoor navigation and quick adoption. This makes it easy for users to get directions within the building, between campuses, and even off-site.
MapsIndoors is delivered via SDKs so it's easily integrated into mobile apps, kiosks, and websites, allowing navigation hand-offs between platforms and ensuring that your maps can be accessed at any time. And with the MapsIndoors Content Management System, updating and customizing your indoor maps has never been easier.

About MapsIndoors (139 words/943 characters)
MapsIndoors is a dynamic mapping platform that serves as the perfect foundation for any business or location that needs a map. With MapsIndoors users can visualize all important information in one place, allowing them to make quick, efficient, and informed decisions as they navigate your venue.

Corporate offices, stadiums, event centers, and retail outlets use MapsIndoors to display live data and to search for amenities. The platform also lets you create a smart space experience by integrating booking systems, occupancy sensors, parking availability, and more.
While the flexibility and scalability of MapsIndoors makes it a valued platform among corporate offices, it is loved across industries. MapsIndoors can be applied to all large venues including stadiums and convention centers, but also private outdoor facilities, such as amusement parks, holiday resorts, and sports events benefit from the MapsIndoors platform.

About MapsIndoors - short (24 words/53 characters)
MapsIndoors is a dynamic mapping platform that serves as the perfect foundation for any business or location that needs a map.

MapsIndoors intro (68 words)
MapsIndoors is a dynamic mapping platform that serves as the perfect foundation for any business or location that needs a map. With MapsIndoors, users can visualize all important information in one place, allowing them to make quick, efficient, and informed decisions as they navigate your venue. Built to fit your needs, our technology easily integrates into apps and websites to simplify navigation, unlocking new ways of increasing revenue.