



**BLUE PEARL INSIDE**

# Outdoors has GPS. Inside, there's **Blue Pearl.**

Indoor Intelligence across Egypt & the region

COMPANY PROFILE • 2026

• Situm Partner

# We make indoor spaces navigable, measurable and engaging.

Blue Pearl Inside designs indoor navigation, proximity engagement and smart-venue systems for malls, airports and enterprise & public-sector environments across Egypt and the region.

Outdoors, GPS solved wayfinding decades ago. Indoors — where people actually spend their time — it stops at the door. We bring world-class indoor positioning to the region and deliver it end to end: strategy, deployment, Arabic localization and long-term support, under one accountable partner.

And we de-risk the decision. You never have to bet the venue on a promise: we start with a pilot on your own floor plan, prove the numbers, and scale only when it works. Our systems are built to run 24/7 for years — reliability is the product, not an afterthought.

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|----------------------------------------------|-----------------------------------------------|------------------------------------------------------------------|---------------------------------------------|
| <b>2014</b><br>First indoor-navigation pilot | <b>4.7★</b><br>Published venue navigation app | <b>488</b><br>Sites on our operational software, 24/7 since 2019 | <b>Egypt</b><br>& the region, Arabic-native |
|----------------------------------------------|-----------------------------------------------|------------------------------------------------------------------|---------------------------------------------|

## Six capabilities, one indoor platform.

From the first floor plan to a fully connected venue — navigation, engagement and the operational systems behind them.

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| <p>01</p> <h3>Indoor Navigation</h3> <p>Turn-by-turn wayfinding, with Find My Car.</p> <p>Real-time navigation inside malls, airports and large venues — on the visitor's phone, kiosks or via a QR scan, no app required.</p>               | <p>02</p> <h3>Proximity Engagement</h3> <p>Reach visitors at the right place and moment.</p> <p>BLE-triggered offers, brochures and coupons as visitors enter a zone or stand at a booth — a decade of proximity experience behind it.</p> |
| <p>03</p> <h3>Digital Wallet &amp; Loyalty</h3> <p>Passes that live in Apple &amp; Google Wallet.</p> <p>Stamp cards, coupons, memberships and tickets — no app to install, with geo-triggered updates that tie into proximity.</p>          | <p>04</p> <h3>Smart Security Systems</h3> <p>Access control, LPR gates, integrated monitoring.</p> <p>Smart gate access with licence-plate recognition, visitor pre-registration and unified monitoring for compounds and facilities.</p>  |
| <p>05</p> <h3>Digital Transformation</h3> <p>Operational systems built to run 24/7.</p> <p>Custom enterprise systems — asset and fleet management, resident apps, control-room dashboards — engineered for mission-critical reliability.</p> | <p>06</p> <h3>Web &amp; Mobile Development</h3> <p>Websites and apps for institutions and startups.</p> <p>We design and build end to end — from concept to launch on the app stores.</p>                                                  |

## World-class indoor positioning. One local partner.

Interactive 3D maps, turn-by-turn wayfinding with a live blue-dot, Find My Car, asset & staff tracking and footfall analytics — powered by Situm, and delivered end to end in the region by Blue Pearl Inside: deployment, Arabic localization, integration and support.



Global indoor-positioning platform

6,000+ buildings 70+ countries

Blue Pearl Inside — a Situm Partner

- ✓ Interactive 3D maps — web, kiosk & QR
- ✓ Find My Car & Find My Friends
- ✓ Accessible / wheelchair-friendly routes
- ✓ Footfall heatmaps & dwell-time analytics
- ✓ Turn-by-turn wayfinding, live blue-dot
- ✓ QR hand-off from signage to phone
- ✓ Asset & staff tracking, facility management
- ✓ Geofenced proximity & promotions

**One accountable partner, end to end — from the first floor plan to live operation and support, with Arabic-native delivery across the region.**

## Start small. Scale with confidence.

You should never have to bet the venue on a promise. Our engagement model is built so each step proves the next.

### 01 **Discovery**

We map your venue, visitor flows and objectives — and define success in numbers before any commitment.

### 02 **Pilot**

A scoped pilot on a real zone of your venue, live in weeks — see it working before you scale.

### 03 **Rollout**

Full deployment, integrations and team training — venue by venue, with no disruption to operations.

### 04 **Operate & support**

Our systems run 24/7 for years — and we stay accountable long after launch.

The result: a low-risk path from idea to a fully connected venue — with proof at every step.

## Built, deployed, and still running.

A decade of real deployments, described in figures. Client details stay confidential — by design.

### INDOOR NAVIGATION

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**2014–2025**

Three indoor-navigation pilots delivered at one of Cairo's largest shopping destinations.

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**4.7★**

Published venue app combining proximity and indoor navigation.

### ENTERPRISE & PUBLIC-SECTOR SOFTWARE

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**488**

Sites running our bespoke operational software daily since 2019.

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**24/7**

Mission-critical reliability in demanding enterprise & public-sector environments.

Two distinct track records, kept deliberately separate: our indoor-navigation work (commercial venues, with Situm) and our bespoke operational software for enterprise & public-sector environments — built from scratch, fully confidential.

# Operational discipline, applied to technology.

## Ahmed Refaat

FOUNDER · BLUE PEARL INSIDE

Blue Pearl Inside is led by a founder who spent two decades running mission-critical operations before building the software that now runs them — live 24/7 across hundreds of sites.

That background shapes how we work: we treat uptime, security and reliability as the product. We build with global platforms where they are best in class — like Situm for indoor positioning — and build from scratch where the requirement is sovereign, sensitive or simply unique.

### Reliability first

Systems designed to run 24/7 for years, not demos.

### Security by default

Offline-first and air-gapped options for sensitive environments.

### Built to scale

From a single venue to a network of sites across the region.

### One point of accountability

Strategy, delivery and support under one roof.



— START HERE

## Tell us about your space — start with a pilot.

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SITUM PARTNER