



BLUE PEARL INSIDE

COMPANY PROFILE · 2026

INDOOR INTELLIGENCE · EGYPT & THE REGION



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

Indoor navigation, proximity engagement and smart-venue systems for malls, airports and enterprise & public-sector environments — delivered end to end, Arabic-native.

PARTNER

Situm
Partner

WEB

bluepearl-
inside.com

OFFICE

Giza — Egypt

— WHO WE ARE

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.

IN ONE LINE

World-class indoor positioning, brought to the region and delivered end to end by one accountable local partner - proven first on your own floor plan.

2014

First indoor-navigation pilot

4.7★

Published venue navigation app

488

Sites on our operational software, 24/7 since 2019

EGYPT

& the region, Arabic-native



— WHAT WE BUILD

Six capabilities, one indoor platform.

From the first floor plan to a fully connected terminal - navigation, accessibility and operations built to run 24/7.

01 Indoor Navigation

Terminal wayfinding, all the way to the gate

Turn-by-turn routing to gates, lounges, baggage and services - on the passenger's phone or terminal kiosks, no app required.

02 Accessible Routing

Step-free, wheelchair-friendly guidance.

Accessible routes and assistance for passengers with reduced mobility and special needs - inclusive by design.

03 Facility-App Integration

A live blue-dot inside your existing app.

We embed indoor positioning and wayfinding into the airport's own app and systems via SDK - one passenger experience.

04 Asset & Staff Tracking

Know where equipment and teams are.

Real-time location for wheelchairs, ground equipment and staff - faster operations and response times.

05 24/7 Reliability

Built to run around the clock.

Mission-critical operation for years, with long-term support and clear SLAs - reliability is the product.

06 Smart Security Systems

Access control, LPR gates, integrated monitoring.

Smart gate access with licence-plate recognition, visitor pre-registration and unified monitoring across the facility.



World-class indoor positioning. One local partner.

Interactive 3D maps, turn-by-turn wayfinding with a live blue-dot, accessible routing, asset & staff tracking and integration into your own app - powered by Situm, and delivered end to end 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**

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

- ✓ Interactive 3D maps — web, kiosk & QR
- ✓ Live blue-dot on the passenger's phone
- ✓ Accessible / wheelchair-friendly routes
- ✓ Footfall heatmaps & dwell-time analytics
- ✓ Turn-by-turn routing to gates & services
- ✓ SDK integration into the airport app
- ✓ Asset & staff tracking, facility management
- ✓ 24/7 operation with long-term support

— HOW WE WORK

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.



— TRACK RECORD

Built, deployed, and still running.

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

INDOOR NAVIGATION

2014–2025

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

4.7★

Published venue app combining proximity and indoor navigation.

ENTERPRISE & PUBLIC-SECTOR SOFTWARE

488

Sites running our bespoke operational software daily since 2019.

24/7

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

Two distinct track records, kept deliberately separate: our indoor-navigation work (with Situm) and our bespoke operational software running 24/7 in demanding environments — the same reliability discipline we bring to large facilities. Built from scratch, fully confidential.



— LEADERSHIP

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.



Publicly documented, and running today.

Situm — Blue Pearl Inside's technology partner — operates across major airport networks worldwide. Every reference below is published on official sources.

Aena — the world's largest airport operator

Aena uses the Situm platform to deliver indoor guidance through its official **Aena Maps** app. Deployment began at Madrid-Barajas, then extended to Josep Tarradellas Barcelona-El Prat, Palma de Mallorca International, and subsequently Malaga and Alicante — a growing network on the same platform.

QATAR · AWARD

QRDI · MATAR

The Qatar Research, Development and Innovation Council, with the Qatar Company for Airports Operation and Management, recognised Situm for indoor navigation for special-needs passengers — a Gulf regional reference.

GERMANY

Berlin Brandenburg Airport

An integrated indoor navigation system at Berlin Airport, delivered with Point Consulting and Digitas Pixelpark.

ECUADOR

Quito International Airport

A public interactive indoor map available through the airport's official website.

DOMINICAN REPUBLIC

Punta Cana International

Interactive indoor cartography featured in Situm's official map gallery.

SPAIN · SECURITY OPERATIONS

I-SEC — Madrid Airport security

Europe's leading airport security group uses Situm to manage its personnel and operations, and continues to deploy across further facilities.

SPAIN · FACILITY MANAGEMENT

Serveo — Aena airport services

A geolocation system for objective auditing of service delivery inside terminals — a core requirement written into the public tender specification.

+6,000

Buildings running on the platform

+70

Countries

+2,000

Developers on the platform

PRM

Accessible routing for reduced mobility

All references above are published on Situm's official channels and the official websites of the airports named. Links available on request.



BLUE PEARL INSIDE

START HERE



Tell us about your space - start with a pilot.

Prove the numbers on your own floor plan first. Scale only when it works.

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