April 2026

GeoAI
for Smart Buildings

Pointr

www.pointr.tech

Meet Pointr Maps™

Pan
Click, hold and drag

Zoom
Scroll or pinch

2D & 3D Rotate
Hold ‘ctrl’ and drag

Scan for a GWF Demo

CONFIDENTIAL

The Top Choice for Fortune 100

Chosen by Fortune 100 companies for our unmatched precision and innovation in indoor mapping.

7 Billion
Square feet of space mapped

5,000+
Venues

35+
Countries

salesforce

Microsoft

amazon

J.P.Morgan

THE TOP CHOICE FOR FORTUNE 100 COMPANIES

SIEMENS

KPMG

LinkedIn

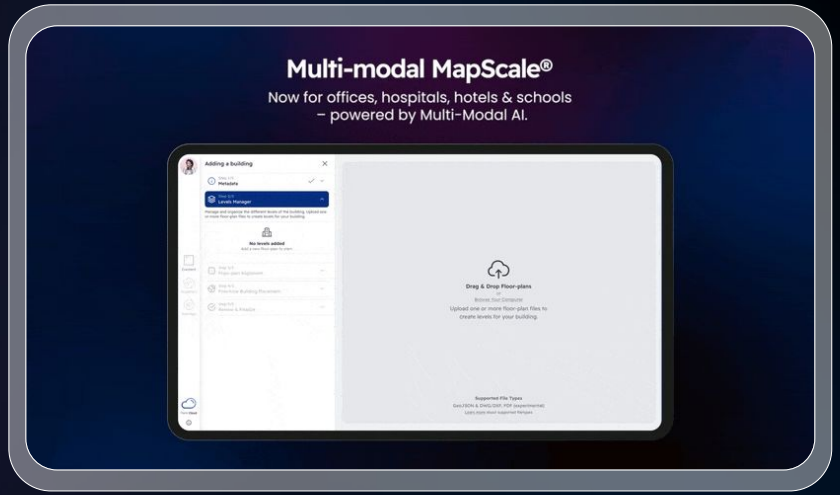
CISCO

www.pointr.tech

What is AI Mapping?

Legacy vs AI

Legacy Mapping

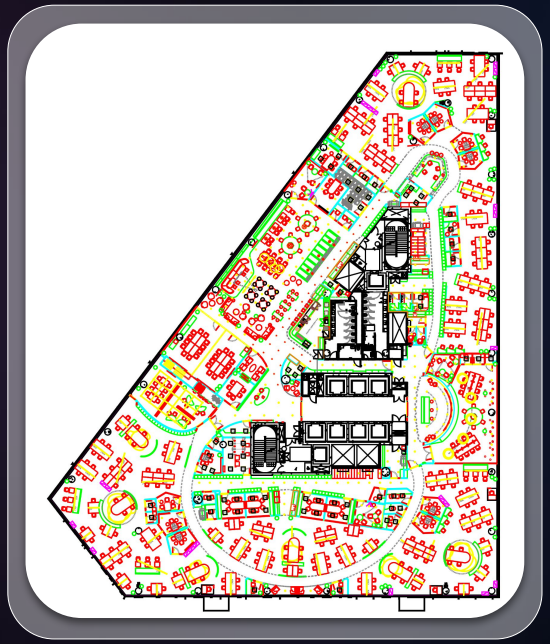


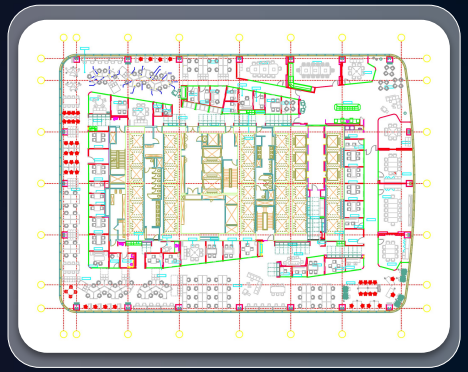
MapScale®

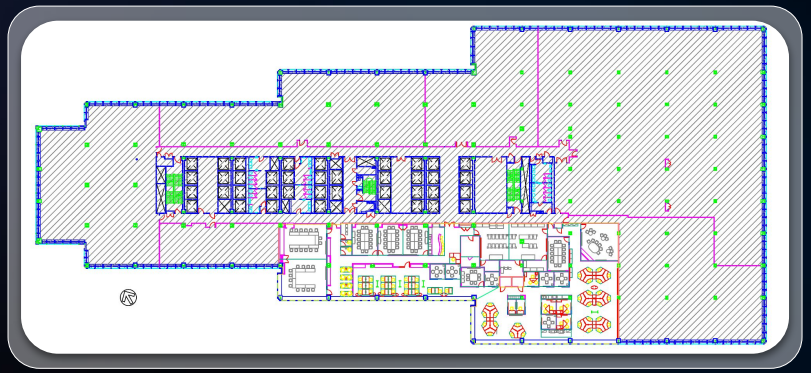
Raw floor plans are there, but they are now what you would expect…

No 2 floor plans are alike:

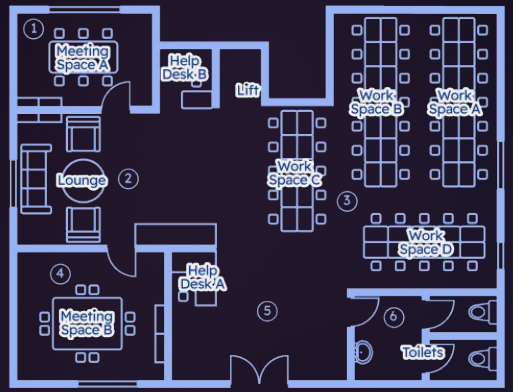
Different buildings, different architects/designers, lots of irrelevant information…







From floor plan to a digital map, MapScale® is an AI pipeline of 20+ processes

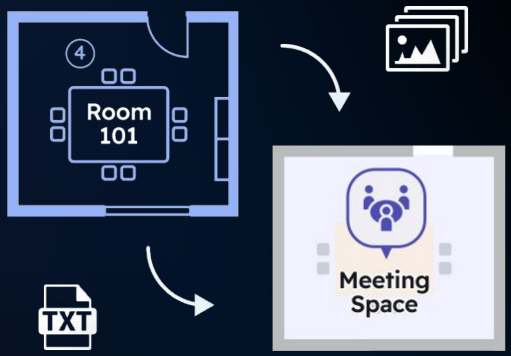


Data Ingestion

Reads your CAD files (.dxf, .dwg, vector PDF).

Visual Analysis

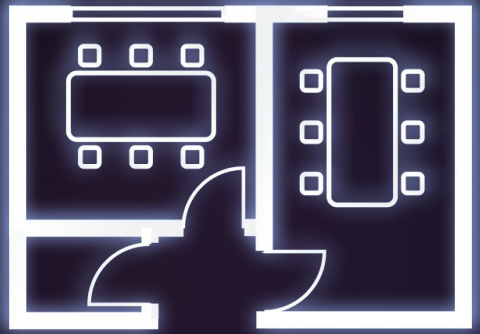
Detects rooms, units, furniture, and walls from visual data.



Multi-Modal LLMs Process

Analyzes text and visual data to enhance map accuracy.

No manual effort. AI detects spaces, classifies them, and identifies key details automatically.



#1 Detection

Evaluates how well the model identifies spatial elements and their boundaries (e.g., walls, doors, POIs).

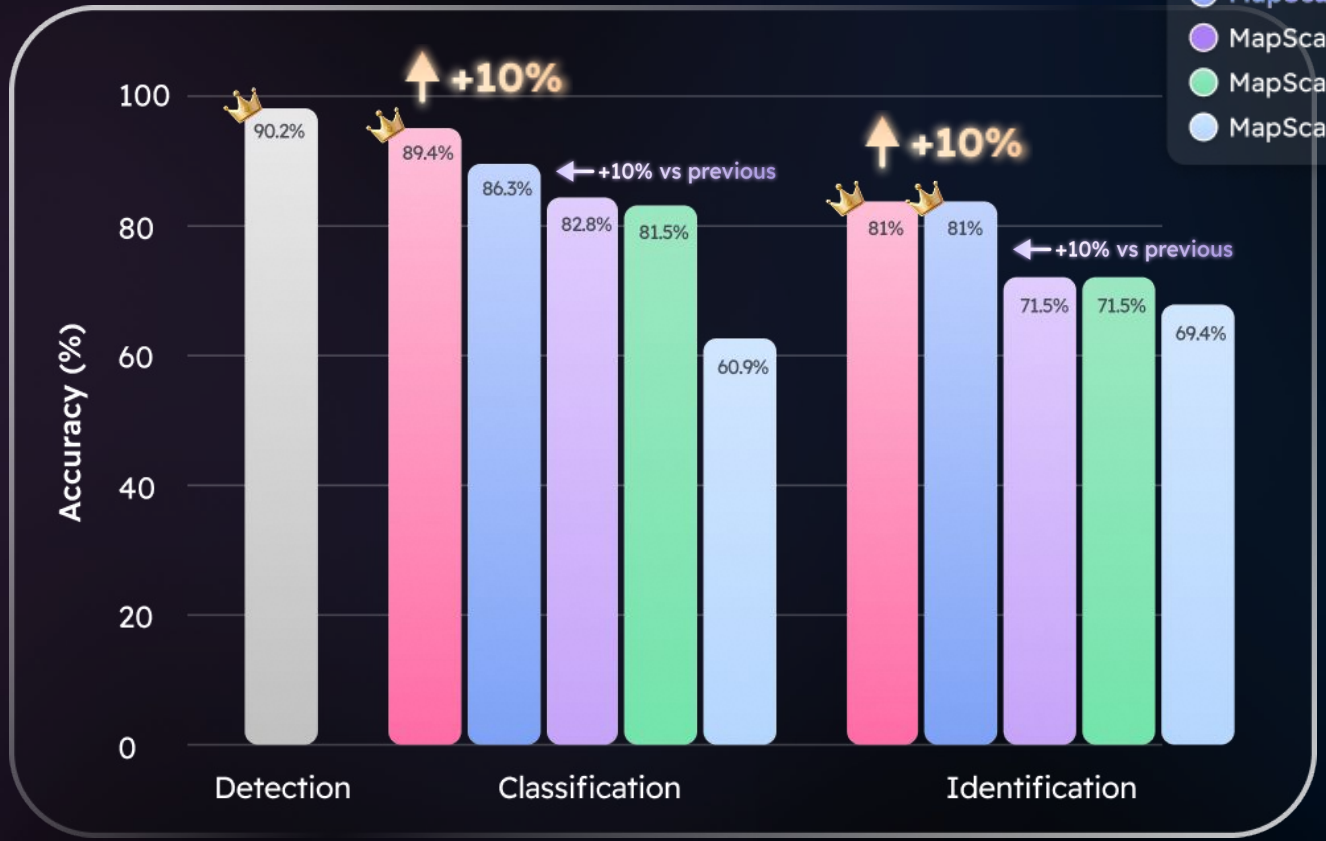
#2 Classification

Measures the accuracy of labeling elements (e.g., meeting space vs. workspace).

#3 Identification

Extracts and identifies floor plan metadata (e.g., unit names, IDs, annotations).

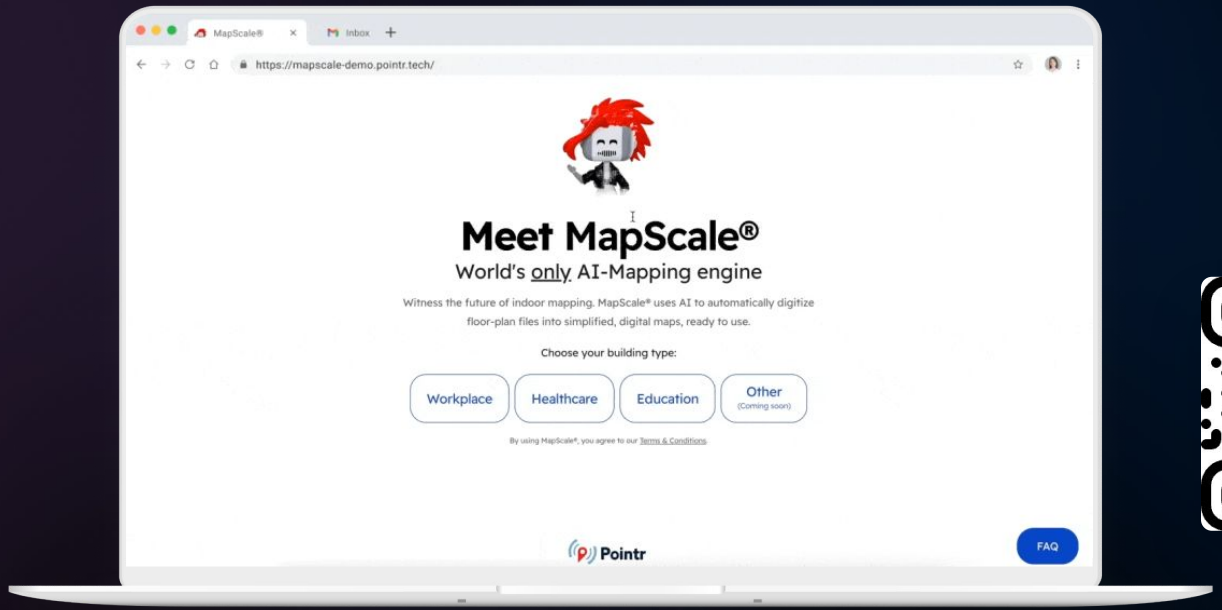
+10% Accuracy Improvement with Galileo



AI Mapping

Try MapScale® out yourself

https://mapscale.ai/



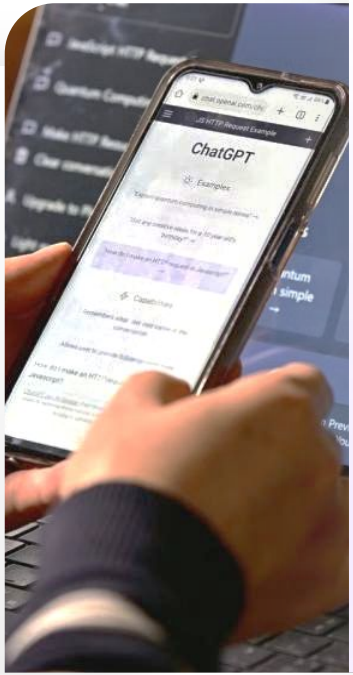
Pointr is giving AI agents a sense of space

Agents = Chatbots?

Context + Attention + Choice + ACT 💪 = Agentic AI

LLMs Alone

- **Low autonomy;** Require direct user input for each step
- **Limited tool use;** depend on training data and cannot act in the real world



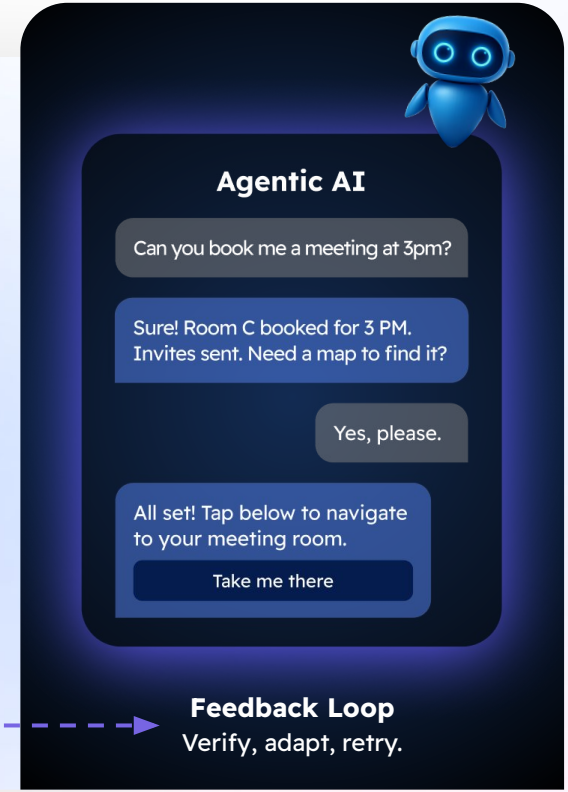
Agentic AI

LLMs
Plans next steps using context.

MCP
Exposes available tools & APIs to the agent.

APIs & Tools
Extends LLMs beyond text into action.

Feedback Loop
Verify, adapt, retry.



Taxonomy is key to help AI Agents understand space

Scenario: Create a wheelchair accessible Mexican restaurant with vegan menu

Google Maps

Flat

```
"primaryType": "restaurant",
"types": ["mexican_restaurant",
          "vegan_restaurant", "food"],
"accessibilityOptions": {
  "wheelchairAccessibleRestroom": true
}
```

- ✖ **No explicit hierarchy**
- ✖ **Insufficient granularity**
  Properties like restroom gender, cuisine cannot be represented directly
- ✖ **Meaning split across fields**
- ✖ **Restricted extensibility (outdoor-focused)**

primaryType choices: *250+*
items allowed in types: *multiple from same poolç*

Apple IMDF

Deep Hierarchical

```
"feature_type": "occupant",
"properties": {
  "category": "mexican.modern",
  "anchor_id": "123",
}
```

- ✖ **Complex model**
  Requires multiple interconnected entities (e.g., Occupant, Unit, Anchor) to represent a single POI
- ✖ **Rigid & limited type list**
- ✖ **Inflexible syntax**
  Dotted categories with strictly predefined values and ordering

category choices: *900+*

OpenStreet Map

Key-Based / Tag Composed

```
"amenity": "restaurant"
"cuisine": "mexican"
"diet:vegan": "yes"
"wheelchair": "yes"
```

- ✖ **Requires parent-bucket selection first**
  Classification must first fit into fixed buckets such as amenity, shop, tourism, etc.
- ✖ **No formal hierarchy**
  Hierarchy is defined via selected key (json model changes according to type!)

key choices: *10*
values choices: *20-100 for each*

Pointr

Simple Two-Level Hierarchy

```
"mainType": "food-beverage",
"subType": "restaurant",
"cuisine": "Mexican",
"dietaryOptions": ["Vegan"],
"wheelchairAccessible": true
```

- ✔ **Clear parent-child hierarchy**
  Using mainType/subType
- ✔ **Optional depth**
  Only mainType is required; subType and additional properties can be used if available and needed
- ✔ **Attributes separated from taxonomy**
  Fields like gender and cuisine stay outside the type hierarchy, making the AI model easier to reason about

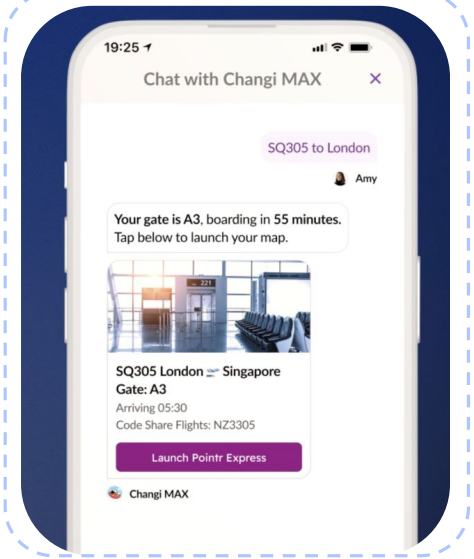
mainType choices: *44*
subType choices: *423*

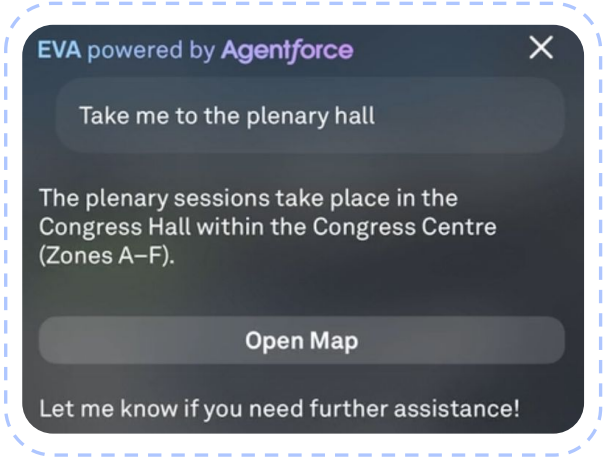
Agentic AI is Guiding People in Every Building

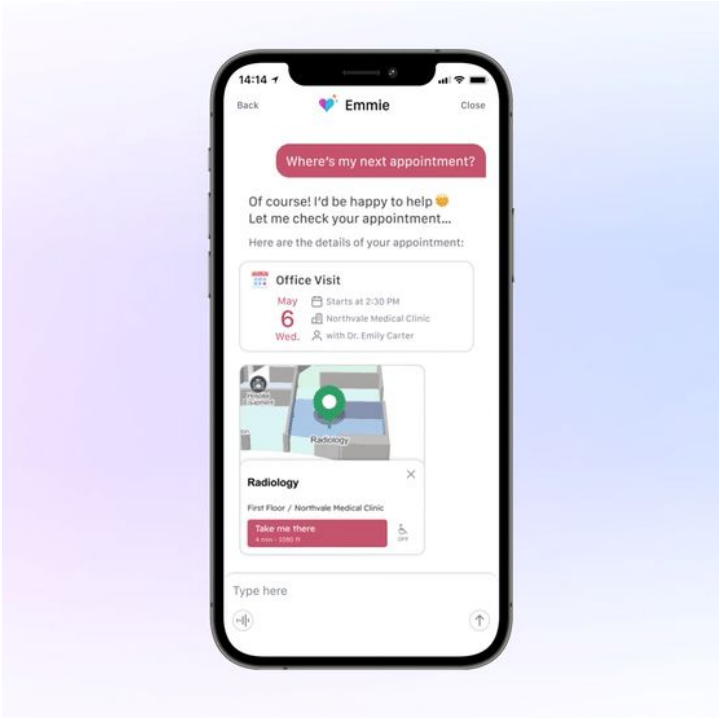
CHANGI airport singapore

Agentforce

Live at the World Economic Forum in Davos with Agentforce







Thank you!

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