IKEA: SWEDISH FOR “MAZE”

A customer’s path through IKEA is a sinuous one. Eight IKEA shoppers were followed through a London IKEA in 2004. Here are their sinuous paths, as recorded by Farah Kazim, a former University College London graduate student.
Spatial signal strength distribution

Localization
How easy can we build signal strength maps?
• WiFi
• Bluetooth
• Mobile Internet
• GPS
• Accelerometer
• Magnetometer
• Gyroscope
• Camera
• Microphone
• Light sensor
Motion
Association
Fusion
Thank you for your attention

Questions?