KOREA

IPIN LABS

IPIN LABS

Year Established	2022	Type of Business	Enterprise Software
Website	www.ipinlabs.com	Main Export Countries	Germany, Japan, France
Domestic Customers	SK Hynix, 롯데물산	International Customers	BMW

The Person In Charge

Name	Jongbum Park	Position	Global Project Lead
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Company Description

IPIN LABS delivers scalable, cost-effective indoor asset tracking powered by AI. Using existing Wi-Fi and BLE, we provide reliable positioning where GPS fails. Deployed in under 24 hours via API or SaaS, we make factories, airports, and hospitals visible, actionable, and safer—to improve efficiency, utilization, and operational decision-making globally.

Product

BPIN

Function and Usage

BPIN is an AI-powered indoor positioning and asset tracking platform that uses existing Wi-Fi and BLE infrastructure with AI mapping to deliver real-time location data for assets and equipment. The platform provides live dashboards, trajectory history, geofencing, and integrates seamlessly via SaaS or API.

Marketing and Selling points

BPIN deploys up to 10× faster and is 5× more cost-effective than conventional beacon-based or UWB systems. By eliminating new infrastructure requirements, it scales easily across entire facilities, enabling rapid, low-friction adoption for large indoor environments.

BPIN

CES Innovation Awards 2025 Honoree

IPIN-LABS

AI Location-based Industrial Asset Management Solution

No installation required Deployable within 24 hours Easy to manage operations