



Exactigo Needs Mobile Application Icons

Exactigo Inc. provides an immersive 3D real time indoor location aware experience on mobile platforms. ExactigoMaps is an app for Android and iOS devices that shows users where they are inside of buildings without the need for any special equipment. A fully rendered 3D model of the building is presented to the user for navigation, points of interest, analytics, and an engaging user experience.

We are creating a suite of applications where we want to apply a consistent look and feel and are in need of several application icons and in app button graphics.

We need graphics in 3 areas:

1. Application Icons
2. In-app Button Icons
3. Points of Interest Icons

A summary of deliverables is provided at the end.

For iOS the application icons must be delivered in these formats:

Application icons must adhere to iTunes store inset, mask, and xcode naming requirements.

- | | |
|-------------------------|---|
| 1. Icon-Small.png | 29x29 iPad Settings |
| 2. Icon-Small@2x.png | 58x58 iPhone Settings, iPad Settings for Retina |
| 3. Icon-40.png | 40x40 iPad Spotlight results |
| 4. Icon-40@2x.png | 80x80 iPhone Spotlight results, iPad Spotlight |
| 5. Icon-60@2x.png | 120x120 iPhone App Icon |
| 6. Icon-76.png | 76x76 iPad App Icon |
| 7. Icon-76@2x.png | 152x152 iPad App Icon for Retina display |
| 8. iTunesArtwork.png | 512x512 App Submission |
| 9. iTunesArtwork@2x.png | 1024x1024 App Submission |

For Android the application icons must be delivered in these formats:

Application Icons must adhere to Google Play inset requirements.

- | | | |
|------------|-------------|-------------|
| 1. MDPI | 48x48 | Google Play |
| 2. HDPI | 72x72 | Google Play |
| 3. XHDPI | 96x96 | Google Play |
| 4. XXHDPI | 144x144 | Google Play |
| 5. XXXHDPI | 192x192 | Google Play |
| 6. | 512x512 | |
| 7. | 1024 x 1024 | |

Button icons will be imported into Unity and therefore apply to both iOS and Android. Only one set is needed for each design. For both iOS and Android the button graphics must be delivered in these formats:

1. 32x32, ~160 dpi
2. 48x48, ~240 dpi
3. 64x64, ~320 dpi
4. 96x96, ~480 dpi
5. 128x128, ~640 dpi
6. 512x512, ~640 dpi
7. 1024x1024, ~640 dpi

The applications are built using the Unity platform and then compiled with the associated tool chain for the target platforms. Application icons must be compatible with the target tool chains i.e. xCode for iOS and Android Studio for Android. The in app button icons must be compatible for inclusion in the Unity 5.x platform.

All the graphics should engender a professional nimble enterprise. Graphics should specifically NOT be cartoon like or be skeuomorphism

All the graphics must convey the same look and feel. The specific fonts and colors must be specified in the delivery.

Application Icons

We are looking for three sets of Application Icons.

Set 1: Exactigo is Primary

Incorporates the Exactigo logo as the principal graphic and the venue type as a secondary and as we envision smaller aspect of the icon

Set 2: Venue is Primary

Incorporates the Venue graphic as the the principle graphic and the Exactigo logo as a secondary and we envision smaller aspect of the icon

We plan to white label this flavor of icon in the future to accommodate whatever graphic a client prefers.

Venue Types

1. Retail e.g. mall, stand alone store, kiosk
2. Museum e.g. Smithsonian Natural History Museum
3. Amusement e.g. Zoo, Roller Coaster Park, Aquarium, Water Park
In the future we will likely create icons for each type of facility
4. Hospitality e.g. Hotel, Resort
5. Mix of Retail, Amusement, and Hospitality
We have customers who have sites that are all three
6. Enterprise e.g. a business with a large campus
7. Health Care e.g. Hospital, Medical Office Building (MOB)
8. Industrial e.g. Power plant, water treatment facility, dam, etc.
In the future we will likely create icons for each type of facility

Set 3: Survey Tools

We have a survey tool that runs on mobile platforms that assesses the environment for radio signals, lighting, and other environmental factors. For this we need one icon. The application is used by a surveyor who visits specific locations within a building, takes photos, and marks up a 2D or 3D building design with notes. The Exactigo logo should be featured prominently but this icon should be distinguishable from the Set 1 icons above.

In-app Button Icons

Exactigo apps are in two broad categories:

The following in app buttons are required:

Search

Users select this to search for points of interest

Directory

Users select this for venues that have directories e.g. a mall

2D → 3D Switcher

When the display is in 3D this button takes the user to a 2D view

When the display is in 2D this button takes the user to a 3D view

Avatar Carrousel

The users current location is shown by an avatar standing the 3D model at the user's current location. This button brings up a carrousel of available avatars. We've deemed that the icon is too small on some devices to show a smaller version of the current avatar so we are looking to replace our current button with something that indicates/conveys that users should select this button to change avatars.

Center / Home

Users are allowed to uses pinch/zoom/swipe/finger inputs to explore the building – this button returns the user to their actual current location.

Settings

This is a typical settings/configuration button

ADA Settings

Users can select the type of American with Disabilities Act (ADA) settings. e.g. some locations do not have appropriate conveyances or properly pitched ramps – this feature allows a user to select various impediments and have those marked as not traversable.

e.g. The San Diego Zoo has several steep hills and provides stairs, conveyor belts, escalators, and elevators. Depending on a user's ability – including just being tired – these feature allow a user to find the “least effort” path including assisted and non-assisted – or staying with the Zoo example, call for visitor support.

While the typical handicap symbol seems obvious here – we're hoping someone can come up with something more telling to the purpose and sensitive that there area numerous disabled conditions to consider not all of which cause a person to be wheel chair bound.

Points of Interest Icons

Within a venue there are numerous points of interest. We need icons for our standard POIs. These should have the same look and feel, fonts and colors, as for those above. We are looking to harmonize the look and feel and create an initial set of iconography that will grow as we capture additional business.

We require both a 2D and a 3D icon. The 3D icon will be animated and colorized in various ways depending on the users proximity, whether they've selected it as a destination, or if the user has visited this location before.

1. Entrance
2. Entrance - Main
3. Exit
4. Restroom – Men
5. Restroom – Women
6. Restroom – Family
7. Escalator – Up
8. Escalator – Down
9. Elevator
10. Elevator – Express
11. Stairs
12. Emergency – AEP
13. Emergency – Fire Extinguisher
14. Check Out
15. Information Desk
16. Concierge
17. Activity Desk
18. Valet
19. Food – Restaurant
20. Food – Kiosk
21. Vending Machine

Delivery Summary (42 designs)

All files to be delivered in PNG format

Application Icons (15 total designs)

15 designs delivered in the 9 iOS formats and 7 Android formats given above.

Set 1: Exactigo is Primary (8 sub-total design)

1. Retail
2. Museum
3. Amusement
4. Hospitality
5. Mix of Retail, Amusement, and Hospitality
6. Enterprise
7. Health Care
8. Industrial

Set 2: Venue is Primary (8 sub-total design)

1. Retail
2. Museum
3. Amusement
4. Hospitality
5. Mix of Retail, Amusement, and Hospitality
6. Enterprise
7. Health Care
8. Industrial

Set 3: Survey Tools (1 sub-total design)

1. Survey Tool

In-app Button Icons (7 total designs)

7 designs delivered in the formats 7 button formats given above.

1. Search
2. Directory
3. 2D → 3D Switcher
4. Avatar Carrousel
5. Center / Home
6. Settings
7. ADA Settings

Points of Interest Icons

21 designs delivered in the 7 button formats given above.

1. Entrance
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