

Inkwater Launches NsideSignal to Advance Last-Meter and Z-Axis Positioning for Physical AI

New technology brand builds on the former Inkwater Spatial initiative; veteran marketing executive Jon Bond joins as CMO to support global commercialization

WA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Inkwater Holding Inc. ("Inkwater") today announced the launch of [NsideSignal](#), its new technology brand for the Last-Meter Positioning and Spatial Intelligence platform previously developed under the Inkwater Spatial initiative. NsideSignal will focus on commercializing positioning technologies designed to extend location awareness beyond reliable outdoor GPS coverage into indoor, underground and other [GPS-denied](#) environments. The platform is being developed to provide X-Y-Z positioning while reducing dependence on dedicated venue infrastructure such as newly installed Bluetooth beacons or UWB anchors.



NsideSignal

In conjunction with the brand launch, Inkwater also announced that veteran marketing executive Jon Bond has joined NsideSignal as Chief Marketing Officer (CMO) to lead global branding and support strategic commercialization initiatives.

More information about NsideSignal is available at nsidesignal.com.

NsideSignal Expands Last-Meter Positioning to the Z-Axis

NsideSignal is building on Inkwater's previously announced Last-Meter Positioning strategy by placing increased emphasis on vertical, or Z-axis, positioning.

Traditional latitude and longitude identify horizontal location, but multi-level physical environments can require an additional coordinate. Elevated highways may overlap surface roads, underground parking structures contain multiple levels, and airports, hospitals, factories and commercial buildings can contain complex vertical environments.

Inkwater believes reliable X-Y-Z positioning will become increasingly important as artificial intelligence moves into vehicles, humanoid robots and autonomous machines operating in the physical world.

“The physical world is three-dimensional,” said [I-Fa Chang](#), Chairman of Inkwater Holding Inc. “As AI moves from screens into vehicles, robots and autonomous machines, location awareness increasingly needs to include not only X and Y, but also Z. NsideSignal is being developed to address that broader Spatial Intelligence opportunity.”

Infrastructure-Free, Self-Optimizing Positioning

NsideSignal’s Last-Meter Positioning architecture is designed to utilize wireless signals already present in the environment together with sensing capabilities available on compatible endpoint devices.

The goal is to reduce the need for venues to deploy dedicated positioning infrastructure and to reduce dependence on recurring manual wireless-fingerprint collection.

The architecture is also designed to self-optimize as additional real-world positioning observations become available.

Underlying technology has previously been deployed in complex environments including Singapore Changi Airport, Tokyo Station and major commercial complexes in China.

Global technology platforms already demonstrate the importance of combining multiple signals and sensors when GPS is obstructed. Google, for example, states that Android Location Accuracy can combine GPS, Wi-Fi, cellular signals, accelerometers, barometers and gyroscopes, and that resulting estimates may include elevation or floor-level information. [\[cite\]turn0search0](#)

NsideSignal sees an opportunity to further address scalable positioning across multi-level and GPS-denied environments without requiring a newly installed dedicated positioning layer at every venue.

Physical AI and Three-Dimensional Spatial Awareness

NsideSignal believes the emergence of Physical AI is increasing the importance of continuous three-dimensional positioning.

A humanoid robot moving between floors, an autonomous vehicle entering an underground parking structure, or an intelligent device transitioning from outdoors into a large building must maintain an understanding of its relationship to the physical environment even when satellite positioning becomes unreliable.

Dr. Jiangsen Tian, Chief AI Scientist of Yushan AI and former Vice President of Microsoft Research Asia, said:

“Once AI begins moving through buildings, roads, factories and other physical environments, understanding position becomes fundamental. Latitude and longitude alone do not fully describe where a machine exists in three-dimensional space. The Z-axis becomes increasingly important as Physical AI develops.”

Potential applications for NsideSignal include digital mapping and location services, intelligent mobility, airports, transportation hubs, factories, warehouses, healthcare facilities, multi-level buildings, humanoid robotics, autonomous mobile systems, wearables, location safety and other GPS-denied environments.

Jon Bond Joins NsideSignal as CMO

As NsideSignal moves toward broader commercialization, Jon Bond has joined the organization as Chief Marketing Officer.

Bond co-founded Kirshenbaum Bond & Partners and has held senior leadership, investment and advisory roles across advertising, technology and consumer businesses. He also serves as Chief Marketing Advisor to Halo Collar.

At NsideSignal, Bond will work with the leadership team on global brand strategy, strategic market positioning and commercial outreach across mapping, mobility, robotics, wearables, Physical AI and other location-dependent industries.

“The strongest technology brands often begin by clearly defining an important problem,” Bond said. “GPS transformed outdoor positioning, but a gap remains when people and machines move beyond reliable satellite coverage. NsideSignal has an opportunity to build Last-Meter Positioning into a category that the market can clearly understand.”

Allen Chiu, Head of Business Development at Inkwater, will continue to lead business development and strategic partnership initiatives associated with the positioning platform.

About NsideSignal

NsideSignal is Inkwater Holding Inc.’s technology brand for Last-Meter Positioning and Spatial Intelligence, building on technology previously developed under the Inkwater Spatial initiative.

NsideSignal is focused on extending location awareness beyond reliable GPS coverage into indoor, underground and other GPS-denied environments, with potential applications across mapping, mobility, robotics, Physical AI, smart infrastructure, industrial environments, wearables and location safety.

About Inkwater Holding Inc.

Inkwater Holding Inc. is a technology company focused on the commercialization of artificial intelligence, intelligent devices and emerging technologies. The company is expanding its technology strategy into next-generation positioning, navigation and Spatial Intelligence.

Forward-Looking Statements

This press release contains forward-looking statements concerning the potential capabilities, applications, scalability, commercialization, strategic partnerships and future development of NsideSignal and Inkwater technologies. Such statements are based on current expectations and assumptions and involve risks and uncertainties that could cause actual results to differ materially.

References to third-party companies, institutions and locations are provided for professional background, industry context or prior deployment information and do not imply partnership, endorsement or other affiliation unless separately announced.

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