
DIGITALIZATION AT THE POI/POS

pointer empowers the customer to personally & individually enjoy the presentation of the product range, while strolling through the store and the store's App has been downloaded at a designated area, e.g. reception area.

pointer automatically triggers, within its 30° radiation angle, the customer's previously downloaded App on his smartphone. The content, related to the product range, will be to his personal disposal, regardless of how many people are in the immediate vicinity.

Each **pointer** will be related to either a single product, parts thereof or the entire store's selection, depending on the store's set up.

The client is freed from available WIFI reception in the store due to the ultrasound technology of the **pointer**.

The shop owner can seasonally lease out this new technology to his suppliers or the brand owners and thereby generate a further profit.

The customer enjoys a totally new presentation technology of the products as the most important details of the product range can be presented in an audiovisual way.

The brand value as well as the image of the brand owner will be enhanced, thanks to this innovative presentation technology incl. its interaction capabilities.

pointer empowers brands to build their community at the POI/POS, bringing consumer closer, literally and figuratively, to their products.

FACTS

- **pointer** locates with pinpoint accuracy
- Smartphone is triggered by the ultrasound signal of the **pointer** thanks to the previously opened App System works in flight modus
- Audio- and videocontent available on the screen of the smartphone
- One time download of App via WIFI, permanent use via ultrasound signal
- Transmission of non-audible acoustic identifier at 30° angle
- Dimensions of unit:
H 8,5 cm x W 6,5 cm x L 3 cm
- Electrics: 3,6 V, Lithium C-Cell
- Ultra-low energy consumption, battery duration > 2 years
- No danger from electromagnetic radiation
- 5G transmission technology will reduce download time
- **pointer's** API docks on existing IT-structure
- Production start: 2017



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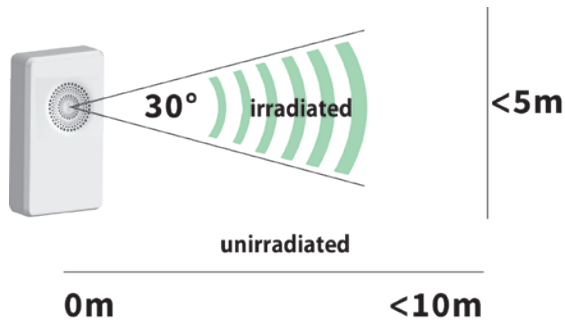


DIGITAL TRANSFORMATION

DUTY FREE

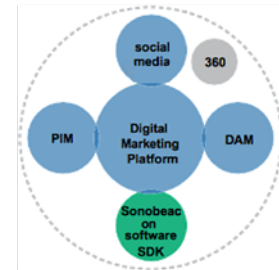


POINTERS 100 % ACCURACY IN TARGETING



Real Life Experience combined with Real Time digital experience

pointer.))



World's 1st Digital- & Directional Localization Technology (DDLT) for Reengeneering POS Communication



pointer reaches the microphone input of
the smartphone



pointer triggers the specific space in the database
and initiates the content's appearance on the screen