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## DIGITALIZATION & ADVERTISEMENT

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**pointer** empowers the arena operator to further entertain the spectators by means of additional features, i.e. light waves, advertisement or details of an artist, visible on the visitor's smartphone.

Each **pointer** automatically triggers, within the 30° radiation angle, the arena operator's previously downloaded App on his smartphone/ personal media guide. The content, related to the specific seat block, will be transmitted regardless of how many people are in the immediate vicinity or in the entire stadium.

The **pointer** equipped blocks will be triggered either individually or in groups and offering a new way of entertainment programs or ad campaigns.

The spectators are freed from available WIFI reception due to the ultrasound technology of the **pointer**.

The arena operator's App will feature specially selected products, i.e. ad campaigns, from screen to smartphone transmission, count-down gaming, entertainment and moving games, fotos for social media distribution, 3rd screen at home, etc.

The attraction and popularity of the arena will be enhanced, thanks to this innovative presentation technology. An out of this world experience will be enjoyed.

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

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## FACTS

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- **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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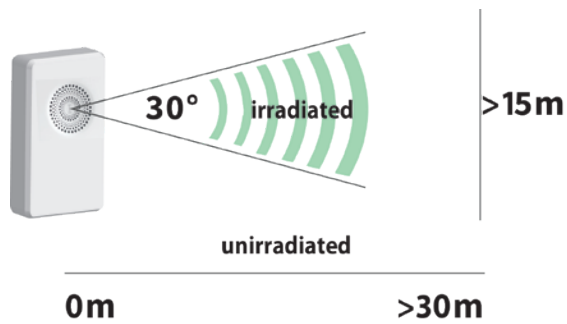
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**DIGITAL TRANSFORMATION**  
ARENA • DOME • OPEN AIR  
STADIUM • CONCERT HALL  
AMPHITHEATRE

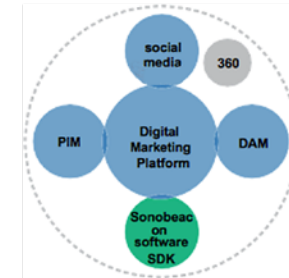
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## POINTERS 100 % ACCURACY IN TARGETING



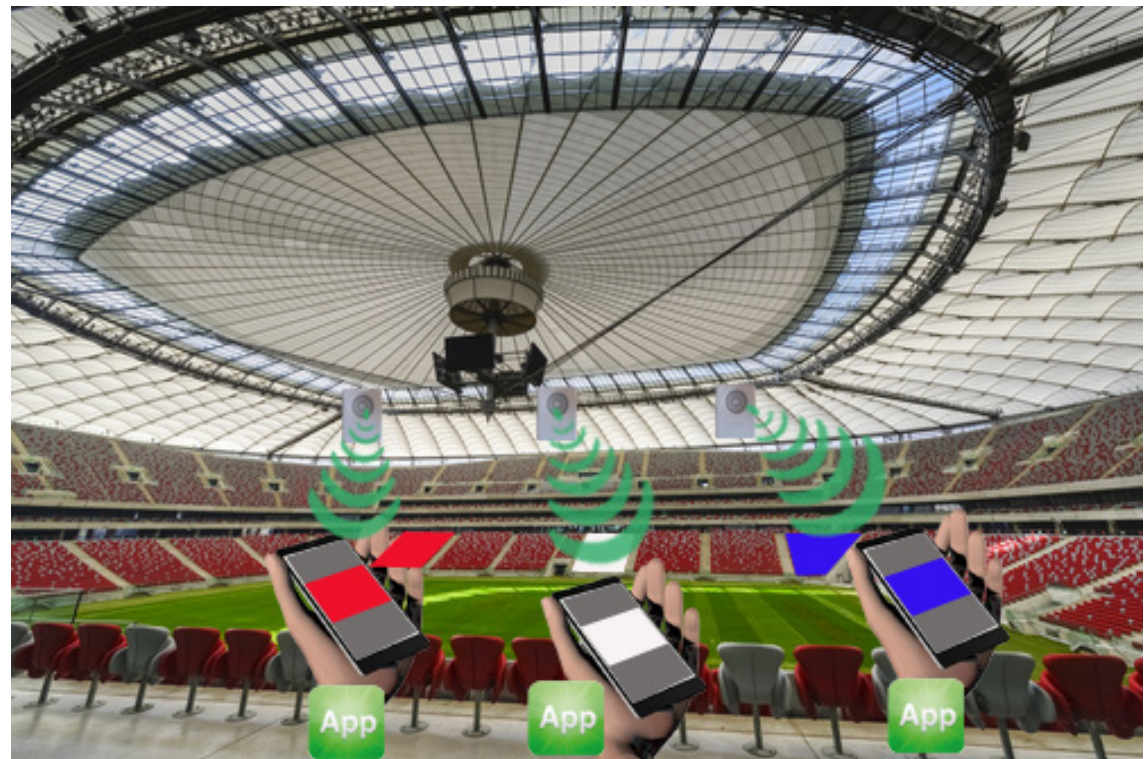
## Real Life Experience combined with Real Time digital experience



## World's 1<sup>st</sup> Digital- & Directional Localization Technology (DDLTL) for Reengeneering POS Communication



pointer reaches the microphone input of the smartphone



pointer triggers the specific space in the database, i.e. different colour flows or ads and initiates the content's appearance on the screen