
DIGITALIZATION AT THE POI / POS

pointer empowers the visitor to be independent while strolling over the exhibition stand and can therefore individually enjoy the exhibit, once the App has been downloaded, e.g. reception area.

pointer automatically triggers the visitor's previously downloaded App on his smartphone/personal media guide, whenever in its 30° radiation angle. The content related to the exhibit and its details will be to his personal disposal, regardless of how many people are in the immediate vicinity.

Each **pointer** will be related to either one specific detail of the exhibit, parts of it or the entire exhibition, depending on the exhibitor's set up.

The user is freed from available WIFI reception at the exhibition stand due to the ultrasound technology of the **pointer**.

The provider's App will feature specially selected products, know-how, production flows, service details, application examples and their history. Engineering to touch, hear, smell and see in motion for an out of this world experience and always up-to-date.

The manufacturer's own archive will go public to educate and entertain the visitor and invites for interaction incl. AR+ thus offering an intelligent customer journey.

The company's image und brand value 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

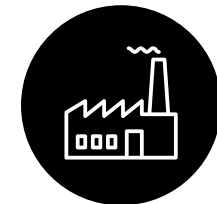
- **pointer** locates with pinpoint accuracy
- Smartphone is triggered by the ultrasound signal of the **pointer** thanks to the previously opened App System works in flight modus
- Audio- and videocontent available on the screen of the smartphone
- One time download of App via WIFI, permanent use via 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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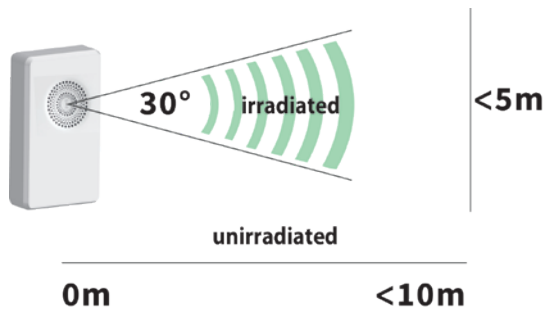
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**POINTERS 100 %
ACCURACY IN TARGETING**



**Real Life Experience combined
with Real Time digital experience**



**World's 1st Digital- & Directional
Localization Technology (DDLT)
for reengineering 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