DIGITALIZATION AT THE POI

pointer empowers the visitor to be independent, while strolling through the museum and can therefore individually enjoy the work, 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. The content, related to the work 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 work, parts of it or the entire work depending on the museum's set up.

The visitor is freed from available WIFI reception throughout the museum due to the ultrasound technology of the **pointer**.

The museum'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 same principle also applies to the guidance of the visitor through the museum.

As soon as the database of the App is hosing the locations of the **pointers**, the visitor can be guided to the works. **pointer** will inform the visitor at the entrance or exit of each room where he is located in perspective to the work he wishes to see and all of that without the need of any WIFI reception.

pointer empowers museums to build their community at the POI, bringing visitors closer, literally and figuratively, to their work.

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

Karl-Ludwig-Str. 9
68165 Mannheim - Germany

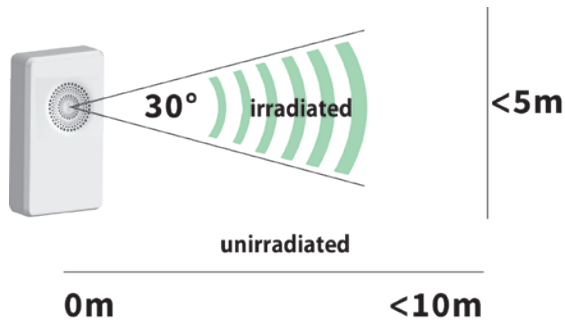Tel.: +49-621-432-7270
Fax.: +49-621-432-7271
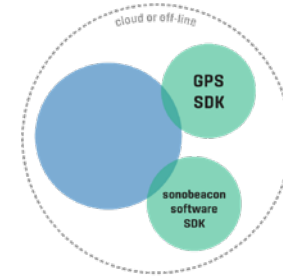
pointer@laco-energy.com
www.laco-energy.com

A brand of Laco Energy Systems GmbH

safe & sound communication

DIGITAL TRANSFORMATION
MUSEUM • GALLERY • EXHIBITON
HISTORICAL SIGHT
PARK

hardware + app + software = guidance

POINTERS 100 % ACCURACY IN TARGETING

30° irradiated   <5m

unirradiated

0m   <10m

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

pointer reaches the microphone input of the smartphone

Real Life Experience combined with Real Time digital experience

cloud or off-line

GPS SDK

sonobeacon software SDK

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

App