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## DIGITALIZATION AT THE POI/POS

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

**pointer** automatically triggers the client's previously downloaded App on his smartphone, whenever the client is within **pointer's** 30° radiation angle. The content, related to the offered goods, 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 store's App will feature specially selected products, know-how, production flows, service details, application examples and their story. 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 client and invites for interaction incl. AR+ thus offering an intelligent customer journey.

The company's image and brand value will be enhanced, thanks to this innovative presentation technology incl. its interaction capabilities.

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Pointer empowers brands to build their community at the POI/POS, 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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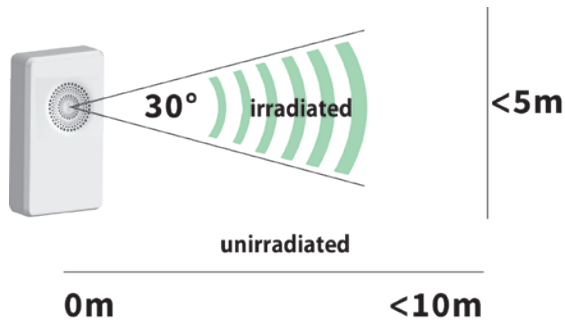
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DIGITAL TRANSFORMATION  
STORE • RETAILER • FRANCHISEE  
VISITOR CENTER • FACTORY TOUR  
R&D RELEASE • TRADE FAIR STAND

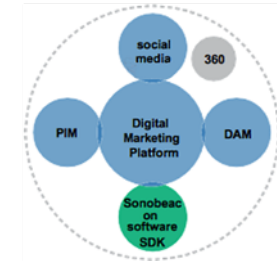
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## POINTERS 100 % ACCURACY IN TARGETING



## Real Life Experience combined with Real Time digital experience



## World's 1<sup>st</sup> Digital- & Directional Localization Technology (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