
DIGITALIZATION AT THE POI

pointer with its SonoNet App empowers the user to personally & individually enjoy details of a place of interest, while strolling through a smart city. The respective App has been downloaded at a designated area, e.g. train station, airport, town hall or any other place suitable for this purpose.

pointer automatically triggers the user's previously downloaded App on his smartphone, whenever being in its 30° radiation angle. The content related to the building or place of interest 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 building, parts of it or the entire building, depending on the provider's set up.

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

The provider can lease out this new digital technology to his partners and thereby generate a further profit.

The user enjoys a totally new presentation technology of the city including public transport schedules and actual timing, weather details, CO₂ data, as the most important details can be presented in an audiovisual way.

pointer empowers smart cities to build their community at the POI/ POS, bringing users 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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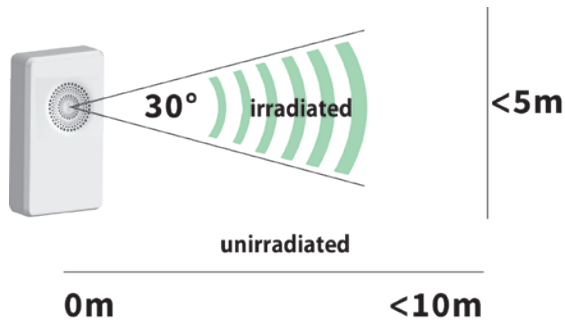


DIGITAL TRANSFORMATION

SMART CITY



POINTERS 100 % ACCURACY IN TARGETING



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



pointer reaches the microphone input of
the smartphone

Real Life Experience combined with Real Time digital experience



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