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## DIGITALIZATION & ADVERTISEMENT

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**pointer** empowers the star/team to further tying the fan to their brand by means of an additional method: „Club in the Air“.

The star's/team's mascot with four built-in **pointers** triggers automatically the previously downloaded App of the star/team in the fan's smartphone. The related content to the four themes will be shown, whenever the fan is positioned within the 30° radiation angle of the specific **pointer**.

**pointer** features enable the star/team to establish a new club, worldwide, in all languages and to communicate with the fans in real time. A new platform between facebook-clicks and the club at home.

The existing entertainment- and marketing concept will either be complimented or newly designed.

Whenever the App has been downloaded, once to the fan's smartphone and be opened, the features of the mascot can be activated by **pointer's** ultrasound signal and the fan being independent from existing WIFI network in his vicinity.

The newly designed content of the star's/team's App can compliment the existing activities of a webpage, App, TV, radio, fan-shop, facebook, gaming platform or pop-up-store by means of presenting valuable stories of the star's/club's activities, shop, news or live broadcastings.

Stay tuned to your club no matter where and when: all you need is a smart mascot and your smartphone.

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

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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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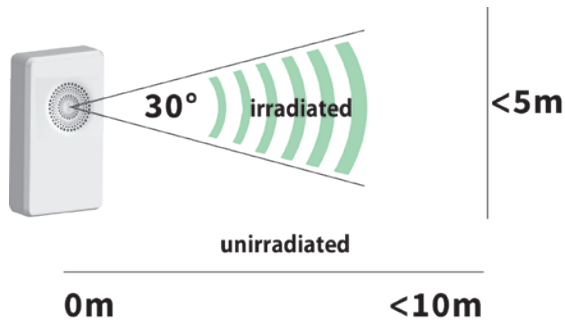
## DIGITAL TRANSFORMATION

TEAM • STAR  
LEAGUE • ASSOCIATION

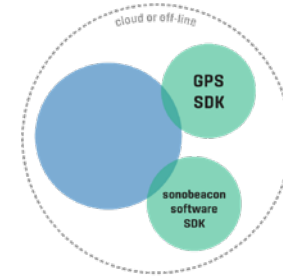
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## POINTERS 100 % ACCURACY IN TARGETING



## Real Life Experience combined with Real Time digital experience

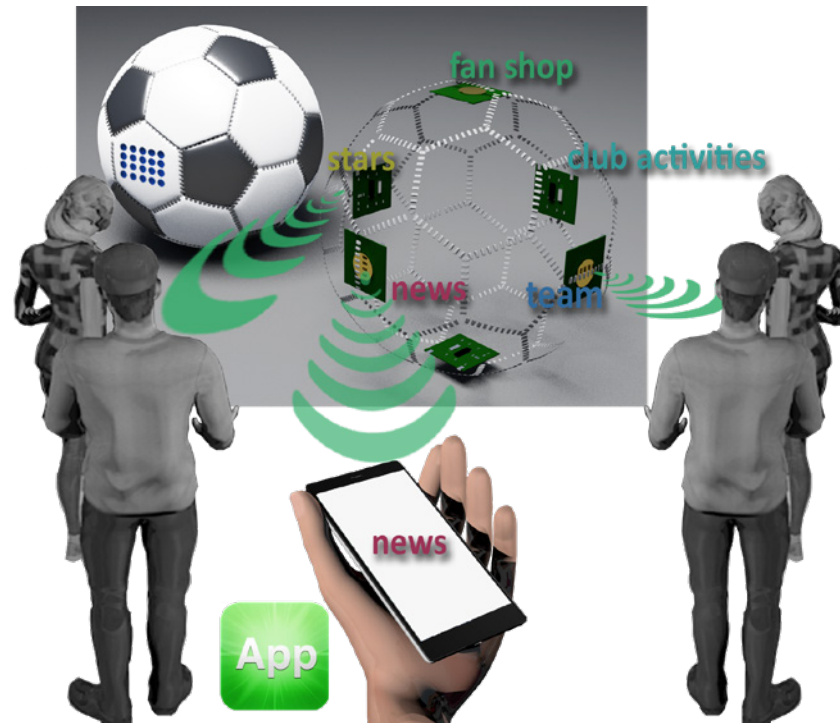


## World's 1<sup>st</sup> Digital- & Directional Localization Technology (DDL) for Reengeneering POS Communication



pointer reaches the microphone input of  
the smartphone

## Mascot at home



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