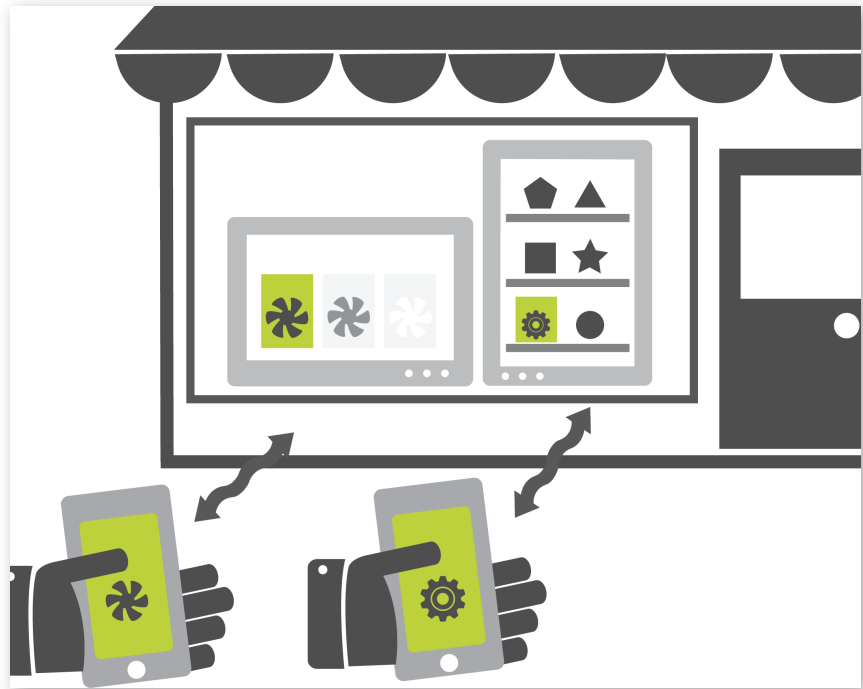


movilok

interactive showcases



Movilok has developed a *technology to allow an electronic display or screen (such as LCD, LED, plasma or projector) becomes an interactive digital signage solution.

It can be used for in-window installations to communicate with target audiences and transform window-shopping into an interactive experience.

Using a mobile application, anyone near the digital display can link temporarily the mobile phone with this interactive showcase. During this time, the content being displayed on the showcase is remote controlled using gestures on the touch screen of the user device.

Thus, the user can:

- browse through the offers and products being displayed.
- send information such as filtering preferences, or perhaps the identification of the fidelity card to receive special offers available in the shop just in that moment, or even provide contact information requesting future notification with new offers.
- download specific information, such as detailed descriptions, offers, or characteristics list, related to the selected products.

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After a predefined time period the link is released, making the digital showcase again available for another user. The same mobile application can interact with all the interactive showcases that support this technology.

* Patent Pending

... how it works?

one

use the application on your phone to capture the identification of interactive showcase that is close to you (perhaps using a QR code, a NFC tag ...). A moment later, the service associates your phone as a remote control of the digital showcase...

two

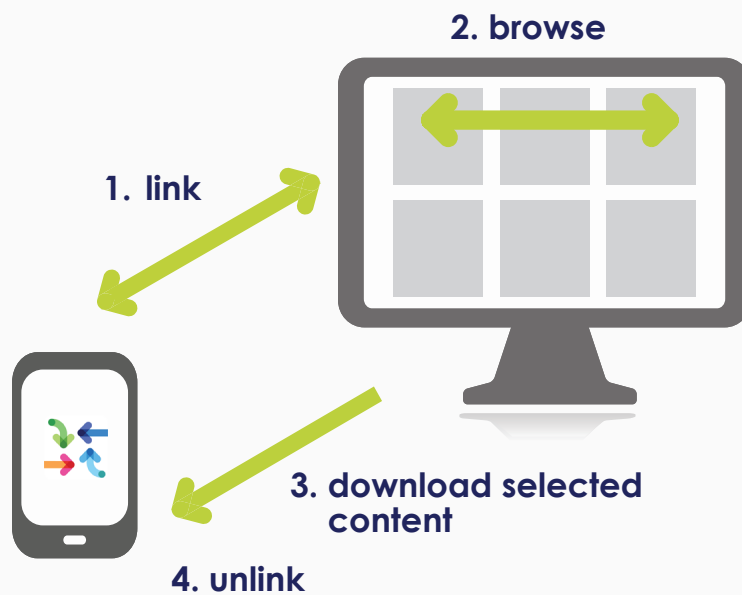
... once paired, you can use the touch screen of your mobile phone to interact with the digital display, scrolling through the products displayed and viewing detail information documents: description, photographs, videos, special offers....

three

...with a touch gesture on the phone, you can download to your app the detail information of the products in which you are interested. You can review this information later when disconnected from this digital showcase

four

...after a while, your interaction session ends and the digital display is available for anyone to connect. You can also get close to another digital showcase and link to interact with it.



benefits

Movilok interactive showcases help retailers and chain stores to increase marketing effectiveness, return on investments and take their marketing messages forward.

- Create interactive brand experiences to attract your customers and then engage them with interactive content.
- Help customers purchasing decisions in your store.
- Use the immediacy of the physical store to create interactive experiences that cannot be replicated by online-only retail.
- Provides point-of-purchase information.

key features

Interactive showcases system is made up of three main components:

- a mobile application that can be downloaded from main app marketplaces. This application is free to the user. This application can be linked with all the interactive showcases with Movilok technology.
- a small programmable device with an HDMI interface (for the connection to the digital presentation device) and WIFI connectivity to Internet. This device enables the digital display becomes an interactive showcase.
- a service on the Internet, which is primarily responsible for managing the associations between mobile applications and digital showcases and is also in charge of other support functions.

Each interactive showcase, handles the content independently of the visual appearance:

- the content is the information defining the products: descriptions, images, videos, prices, discounts, margins, stock... The store owner manages this information privately. Tools are provided to facilitate the maintenance of this data.
- The visual appearance represents the user interface exposed to target audience on the digital display. It is based on templates that also can be easily modified. The visual appearance of the digital showcase is only limited by the creativity of the designers.

When deployed, the device merges the contents with the visual aspect to provide the expected result.

The system provides the basis for a more extensive bidirectional interactive experience, such as: promotions and coupons, personalized offers, notifications, filters, surveys, detailed analytics of data,...

movilok also provides...

Services for specific customizations and visual appearance of the product.

If required, we also offer our IT consultancy services for mobile and back-end systems and our technical experience for any further needs.





showcases

