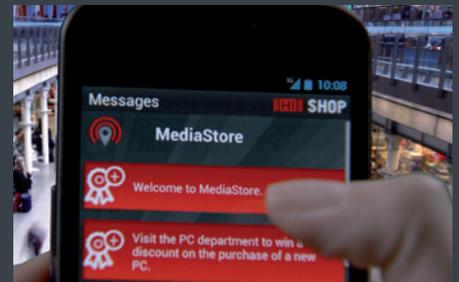
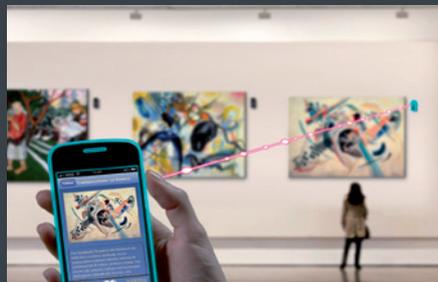


HI SHOP

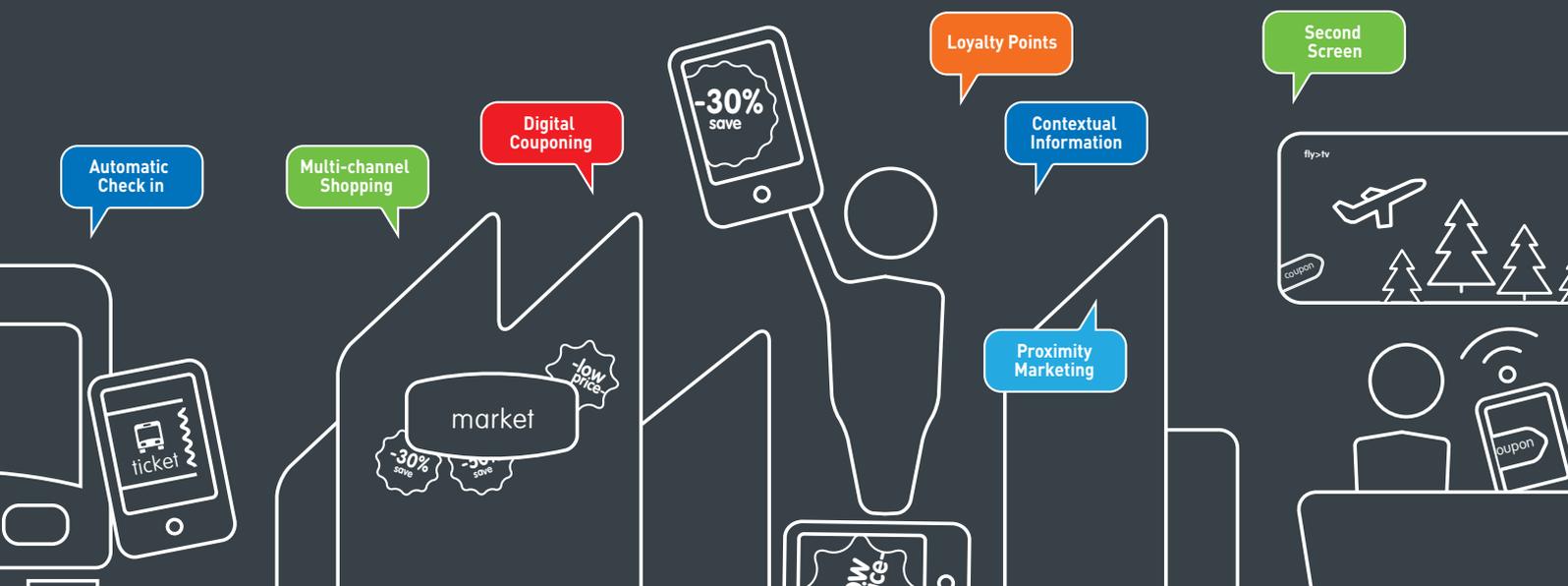
HI Shop is a **Contextual Marketing** solution that allows, using your smartphone and tablet, to experience an innovative shopping journey. It enables brands and companies to open a new, direct and personal channel of communication with their customers. HI Shop sends text, audio and video messages in multiple languages, manages barcodes and QR Codes.

HI Shop, using imperceptible audio codes via custom designed emitters, television or radio broadcast, directs communication only to people in a specific context or area, sends personalized promotional messages, discount coupons and loyalty points directly at the point of purchase. HI Shop accompanies the customer in its purchasing journey from first stimulus to the in store experience.

HI Shop technology is highly selective, allowing specific areas of the store to be covered. This characteristic provides brand and marketing managers with an extremely effective personalization tool, which can be used to target an individual buyer or refer to a particular product with a specific message. The installation of HI Shop emitters in store it's not invasive and requires no special support infrastructure. This means it can be set up quickly and inexpensively. In addition to the retail and mass distribution sectors, the solution can be used at events, shows, museums and art galleries and in many other business-to-consumer communication applications.



- ▶ Imagine if, while **watching a TV show**, you see a familiar brand, you can fire up the application and, in a few short moments, you can receive dedicated content from the brand on your mobile.
- ▶ Imagine if while at your favourite **museum** the works of art can communicate with you, via your smartphone and tablet, for a great new visiting experience.
- ▶ Imagine if as you walk into your favorite **supermarket**, you are recognized and welcomed receiving, directly on your smartphone and tablet, personalized coupons and suggestions that are relevant to you.





SOLUTION

BROADCAST SOLUTION

An increasing amount of people watch TV or listen to a radio program using their “**second screen**” (Smartphone or Tablet). Activities range from social networking to web surfing to gaming. HI Shop allows the broadcast program to interact with the second screen through its unique audio codes. The application on the smartphone is able to decode the imperceptible HI Shop codes and allow synchronization with the broadcast program, display additional content, receive promotional info on products and brands advertised, participate in voting and polls, play-along games. Interaction with smart objects is in the works for future releases of the platform.

EVENTS AND POINT OF INTEREST SOLUTION

This part of the solution works as a service. It will be possible to download the SDK (Software Development Kit) with the application framework and order the hardware emitters to realize custom implementations. This model is suitable for Events (Shows, Exhibitions etc.), Art Galleries and Museums as well as Point of Interest of valued cultural heritage or public info. With the application framework and the custom emitters it's possible to realize advanced Audio Guides, Interactive Show Apps, Proximity Marketing info point, Innovative Digital Signage, Conference Screen Synchron and a variety of other **contextual information** solutions. The customer will receive as many unique audio codes as needed to diversify the information, a login and password for the dedicated pro-user dashboard and all the tools necessary to develop and integrate the solution in his/her application. Our own professional services are available for those customers wishing to commission the development of their solution.

IN STORE SOLUTION

Through the simple installation of our custom designed emitters a unique code will identify a specific location and context inside the point of purchase. The code and the unique customer identifier on the mobile app allow to open a **dedicated channel of communication** when the app is running. Multiple emitters can be located in strategic areas of the store. The solution can welcome and track who is visiting which section and for how long. Deliver virtual coupons, loyalty points and enable promotional activities. The system can be easily integrated into a self-scanning application and it works effectively where GPS and other tracking systems don't.

Installing HI Shop in a sales outlet is not disruptive nor does it require a special support infrastructure, so it is quick to set up and there is no need for a large financial outlay.

From a Marketing Manager's point of view, HI Shop is an ideal solution that adapts automatically to the context, taking into consideration the user's profile data, his or her location within the sales outlet and the product Marketing strategies in use at the time. It also offers the opportunity to modify the contents of promotional messages and discount/loyalty points scheme policies in real time, even several times a day.





ARCHITECTURE

The solution consists of 3 components: Audio Codes, Mobile Application and Internet Server.

AUDIO CODES

Inaudible Audio Codes are used to identify specific physical areas, sections of a broadcast program, items on a shelf. The use of audio instead of radio-frequency signals (Bluetooth or WiFi for example) offers multiple benefits over existing solutions: audio can be easily tuned to control the area in which signals can be received, it can be as wide as a football stadium or an outdoor music concert or as narrow as the inside of a shop, your living room or even a few inches of a store shelf; audio does not require the deployment of antennae or any other network infrastructure; audio can be transmitted over a variety of means such as radio and TV broadcasts, Public Address Systems, Digital Signage and, of course, our custom designed emitters.

MOBILE APPLICATION

The companion mobile application is an integral part of the solution. It contains the proprietary algorithms to decode the audio signals and the framework of the communication. It's important to notice the solution does not require a dedicated app but can be integrated in any existing application or new one custom made for a specific customer or event. The app holds the users' own info as well as the digital coupons or loyalty points, instructions on how to use the service and any other valuable information to enjoy the experience. It is available in HTML5 and native mobile operating systems (iOS and Android) and soon on Windows Phone and Blackberry.

INTERNET SERVER

The server, available in cloud and/or on customer premises, is the core of the contextual information process. It contains two parts: back-end engine and pro-user dashboard. The back-end engine is responsible for matching the identity of the user with the audio codes and generate the personalized message, it is configured to classify users in clusters, it holds the logs of the application activity for statistical and reporting purposes and stores the messages (adv, coupons...) to be sent to the user. The pro-user dashboard is the interface the brand or marketing manager can use to easily plan and modify the communication campaign. It contains the triggers for multiple language delivery, the target cluster selection and the storage for each kind of media (text, audio, video). The dashboard also contains statistics and reports user interface and generation. The server uses standard communication with the mobile and it can be easily integrated with legacy systems (CRM, Loyalty programs, CMS etc).





REFERENCES

i-kandinsky is the solution developed for Giunti Arte in collaboration with Fondazione Palazzo Blu in Pisa, to experience the Kandinsky exhibition in an innovative way using the smartphone. Approaching one of the selected artworks, the smartphone will automatically display the image and description; it is also possible to listen the audio commentary of the artwork.

Lancia InteractTV solution, downloadable from App Store and Google Play, combines digital product placement - a way to integrate a product into an existing audio video - with the interactive methods offered by new technologies, revolutionising both the concept of watching the TV and that of message reception. Simply launch the app while watching your show and let it do the rest. Your smartphone will pick up a sound that cannot be heard by the viewer and a message enhanced with customised content will appear on its display. message enhanced with customised content will appear on its display.

www.reply.eu/IOT

