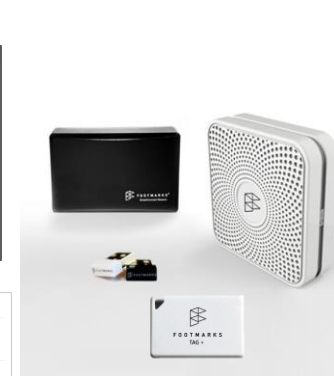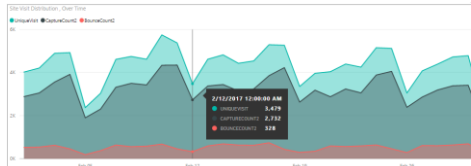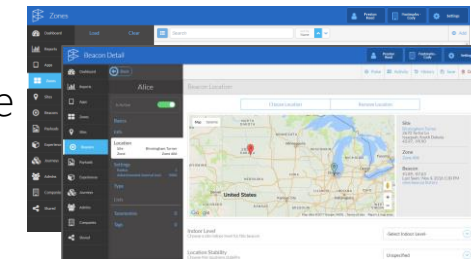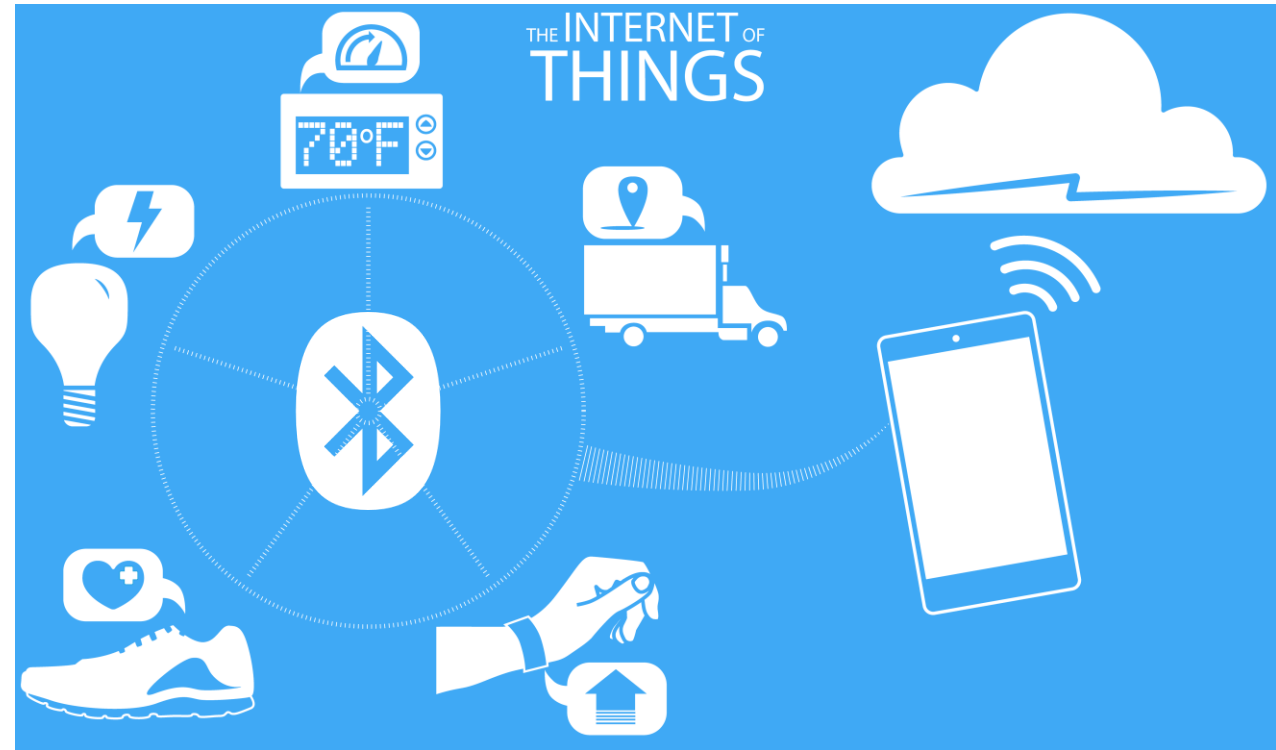# FOOTMARKS

Smart Display & Asset Tracking Solution

Brief History of Beacon Technology

Beacon 1.0 - November 2013 – January 2015
BASIC PROXIMITY ONLY

- NO SCALABILITY – Limited Hardware + Apps
- Hardware & hardcoded SDK Solutions
- Activation was unclear and not holistic
- Costly if not impossible to manage hardware
- Unactionable data
- Limited consumer Bluetooth
- Limited customer support

Beacon 2.0 - January 2016 – Present -The Evolution of an
End-to-End, Enterprise Class IoT Solution for CPG & Retailers

- Enterprise class software platform
 - Customizable dashboards for real-time data and BI
  - Network controls with variable access to create alternative revenue streams and audience scale
- Dense beacon deployments + Geo Location
- Big data and analytics – Integration into enterprise platforms
- Enabling of sophisticated services and operations solutions
- Personalized engagements to bridge digital/physical divide

Footmarks' SmartConnect Proximity Network

By the numbers:

- ~50MM downloads
- Over 60 consumer apps
- Beacons @ 234,000+ locations
- >10B proximity event signals/year
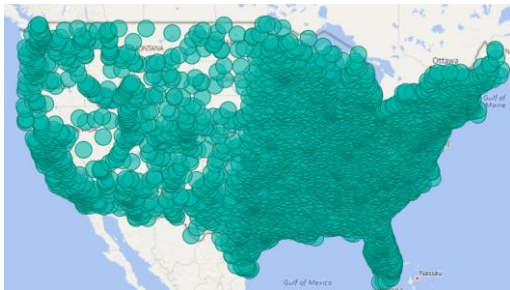
Footmarks SmartConnect® Proximity Platform

Personalization Through Identity, Proximity, and Context

Unique Customer & Asset Data and BI

Campaign Management
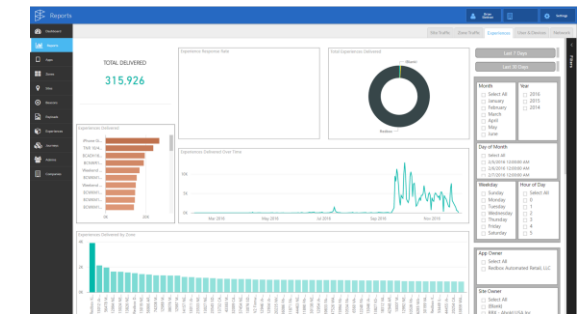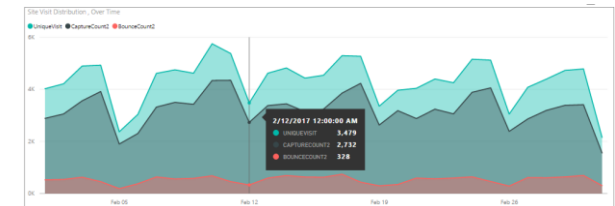
Beacon & Location Management

Advanced API's & SDKs
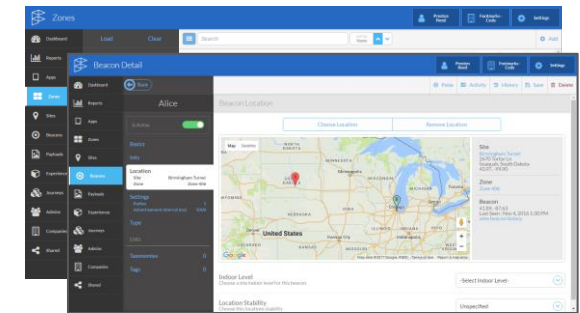
"Footmarks provides a powerful platform that allows us to test and learn quickly, and provides flexibility to try new things on the fly. Footmarks has been a great partner in providing the hands-on support and partnership we needed."

– Amy Sommerseth
Sr. Director, Off-Price Service & Experience

NORDSTROM rack

FOOTMARKS

The Business Problem

Facility

- No visibility of equipment available in the Facility
- Manual processes to control inventory
- Significant waste in non utilized equipment

❖ Execution rate at 60% (estimation)

Point of Sale

- Permanent - Customer Master Agreement – Tracking execution
- Temporary - Measures speed of execution against time critical events

❖ Business opportunity > $10's of Millions

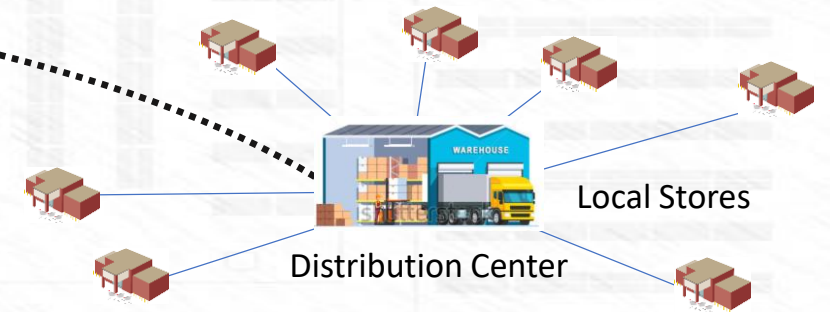# Footmarks Smart Asset Tracking & Consumer Engagement

PEPSICO

Local Stores

Distribution Center

Manufacturer

Tag beacons assigned to assets at manufacturer

Get in the Game!
Check out these easy recipes that are sure to spice up any tailgate. Special coupon offer inside!

Cancel   OK

This is the chili recipe the gang eats at Purdue Boilermaker football games. I always prep and cook the chili the night before and then reheat the next day. This is a combination of many different tomato-based chili recipes. Good luck and enjoy.
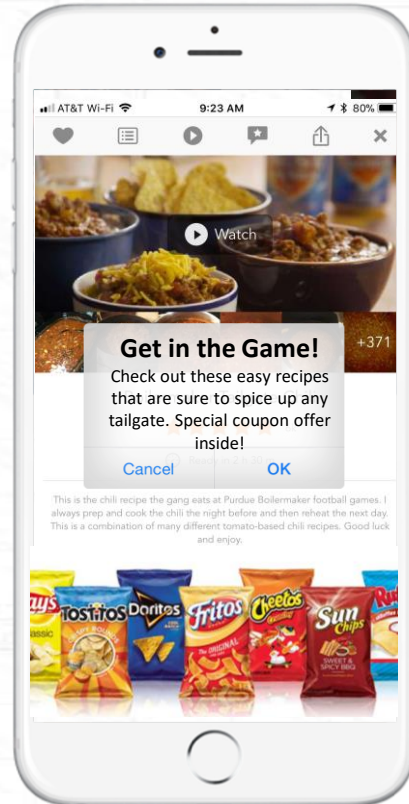
Brands leverage beacons 1st & 3rd party apps to track asset data and engage consumers in store.

FritoLay Good fun!

asset tracking

Employee app connects to beacon in asset and provides real-time Lat/Long updates

FOOTMARKS

Footmarks Smart Display and Asset Tracking

- Cloud-based solution to manage assets and locations at scale.

- Patented SmartConnect® Bluetooth Beacon sensor management - Capabilities to create and manage the logical network of tracked assets and associated sensor data.

- Auto-Provision Process – Automated merchant and location detection

- Custom beacon broadcast – Advanced power consumption management

- SmartConnect® Experience and Marketing Engine – Leverage single software + hardware deployment to engage consumers

Manufacturer

Distribution Center

Merchant Location

3rd party & Associate mobile apps

Marketing and Engagement Cloud/Data

FOOTMARKS TAG +
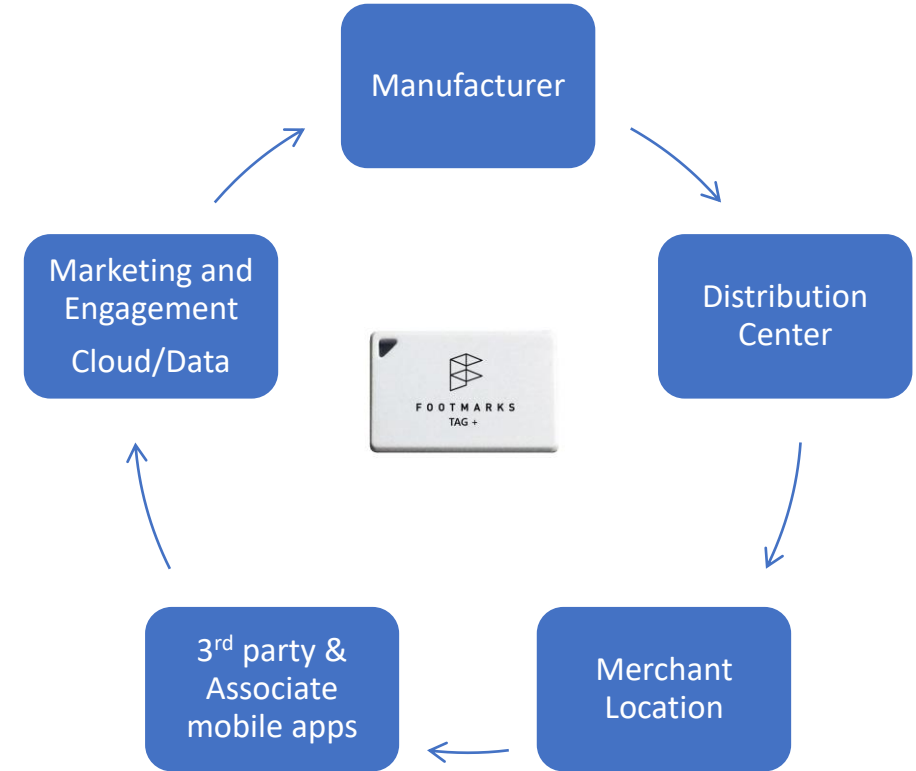
- Leverage associates' mobile device
- Smart Asset Tracking SDK works in background – No action necessary
- Communicate directly to cloud via cellular connection – No retail hardware installation required.
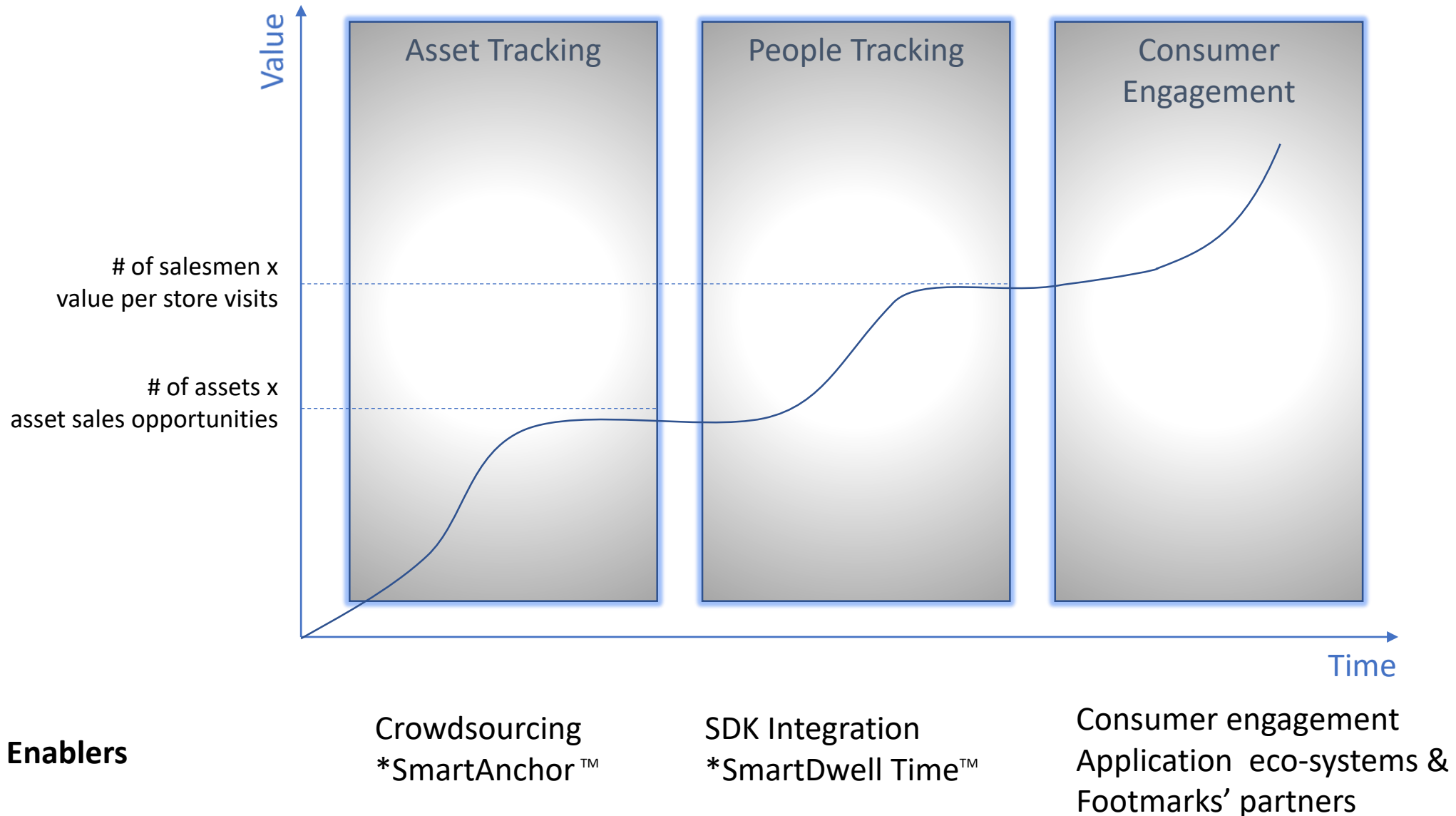
Frito Lay™
Good fun!

asset tracking

Display and Asset Detail Pages

Asset and display attributes organized and managed in a single platform. Allows for rich analytics and reporting about execution, compliance and sales.

Asset Tracking – Our Customers' Journey

Value

# of salesmen x
value per store visits

# of assets x
asset sales opportunities

Asset Tracking

People Tracking

Consumer Engagement

Time

Enablers

Crowdsourcing
*SmartAnchor™

SDK Integration
*SmartDwell Time™

Consumer engagement
Application eco-systems &
Footmarks' partners

* Patent pending approval

Consumer Engagement Possibilities
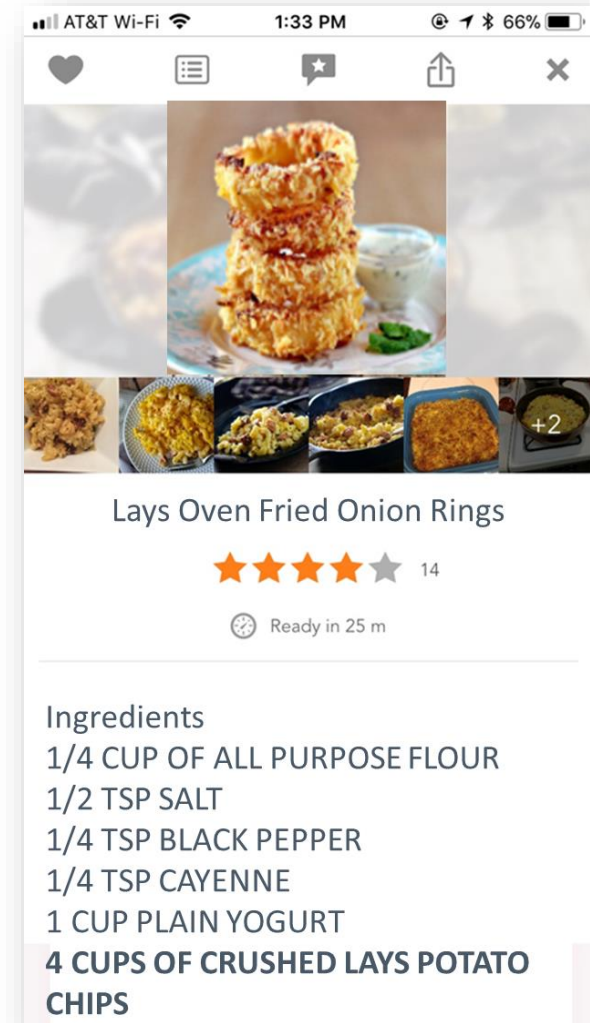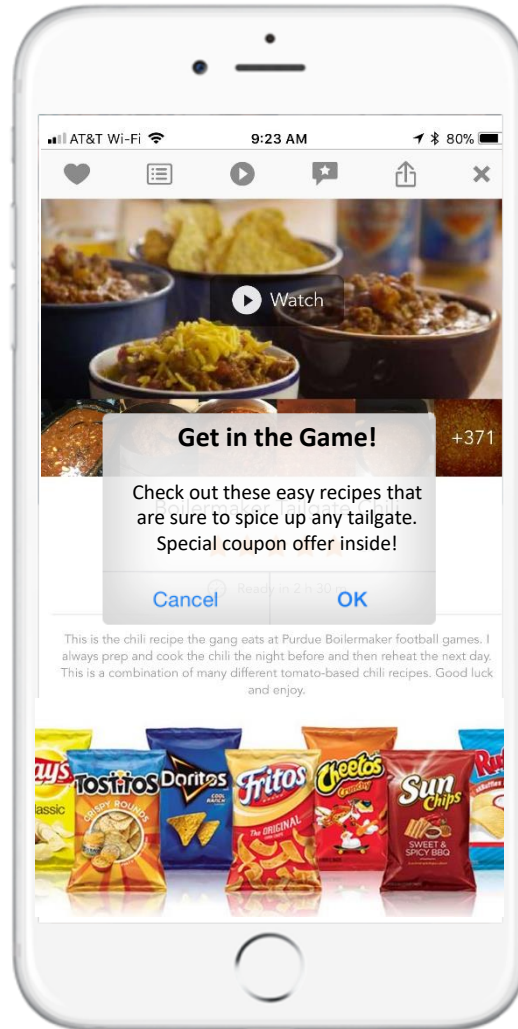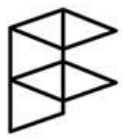
Asset Tracking & Marketing Engine

FOOTMARKS SmartConnect®

Beacon Detection (mobile app @ physical location)

Start

Footmarks Manufacturing Process
- Pre-Provisioning Process
- Smart Start Settings
- Privatization Config (Patented)
- Business Hours

Beacon Management
- Battery-life
- Taxonomy
- Settings Mgmt
- Admin App

Post-Provisioning Process

Mobile App
Arrive/Leave Site Location (Distribution centers, offices, suppliers, retailers)

Footmarks SDK
Secure/Private Beacon Discovery (patented)

Footmarks Cloud

Authentication Process
- Network Sharing
- Beacon Privatization
- Dynamic Region Mgmt

Visit Creation
Dwell time, Pathing, & Capture (site, zone, beacon)

Client
DATA INGESTION

User Views Experience content

Call Footmarks SDK to confirm that User viewed the content.

InApp Notification of Experience delivered by Footmarks SDK enterEvent()

Asset Tracking Engine

Spatial Processing Algorithms

- Ping-pong detection
- Auto Site detection
- Hyper-proximity site detection < 200m
- Site level boundary detection
- Bad GPS read detection/handling
- Smart Asset Removal

Marketing Engine

- Campaign Mgmt
- App Prioritization
- Journey Engine
- Repeat Visit Detection
- User Retargeting
- Experience Delivery Limitation
- Personas / Personalization
- Multiple Payload Types
- Date parting

Third Party or Client

Client Servers Additional Intelligence

Real-Time 3rd Party Intelligence API Payload Type (Optional)

Footmarks SDK
sendConvertedExperience()