



Way⁺





Do You Want to

- ◆ Learn about your customers' behaviour
- ◆ Guide your customers so they will never get lost again
- ◆ Manage your staff properly inside your facility
- ◆ Manage your marketing and advertising messages effectively
- ◆ Enhance your customers' experiences
- ◆ Improve visibility to your brands





Value Added

- ◆ GIS based solution providing location advanced features
- ◆ Supports facility & asset management, space, staff tracking, crowd, and emergency management.
- ◆ One integrated solution that supports different modules including touch screen kiosks, mobile applications, analytical dashboards
- ◆ A cost efficient pricing model
- ◆ White labelled to promote your brand



Airports



Buildings



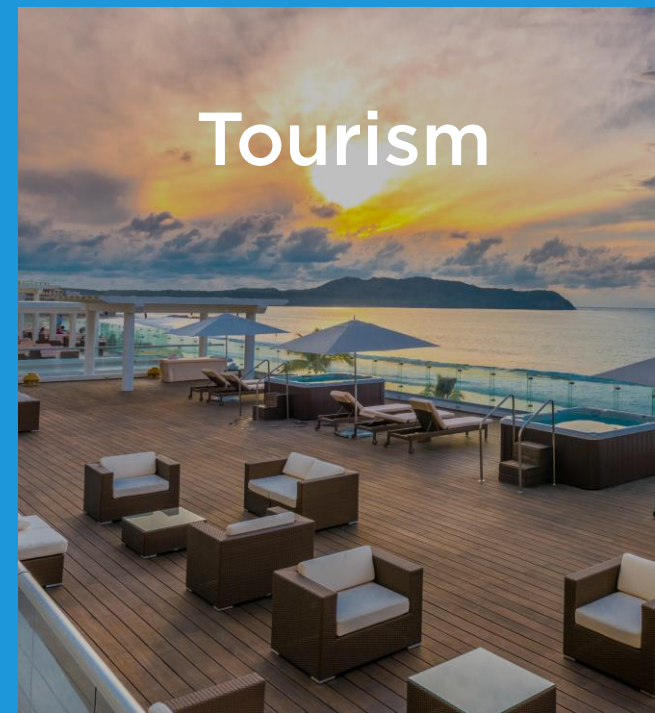
Education



Healthcare



Retail



Tourism



Touch Screen Kiosk



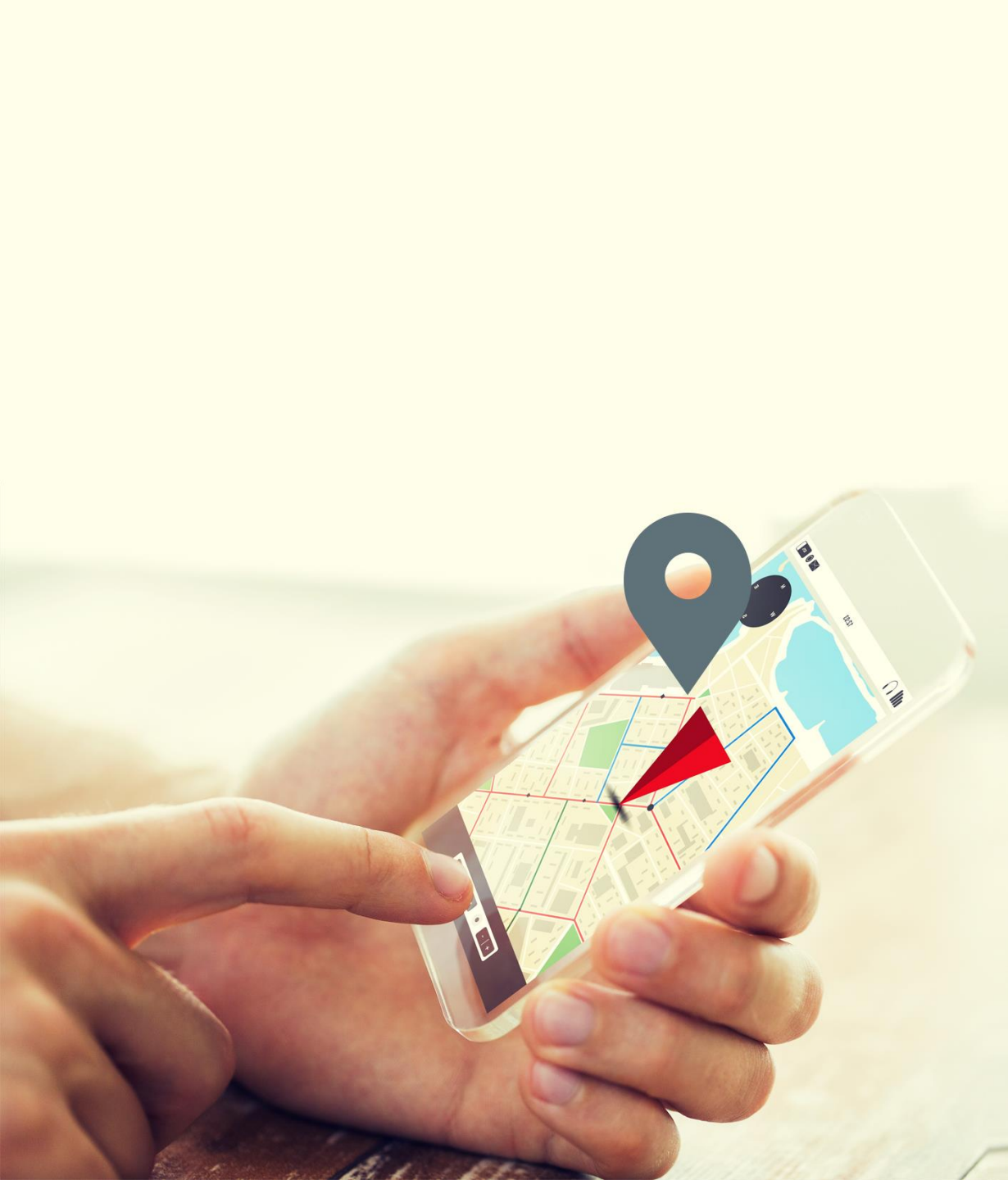
Mobile Application



Location Tracking



Analytics Dashboard



Navigation

- ◆ Position and navigate
- ◆ Guide visitors to help them find their way around
- ◆ Combine outdoor and indoor locations
- ◆ Get up to 1 meter accuracy
- ◆ Evacuate & rescue staff and visitors

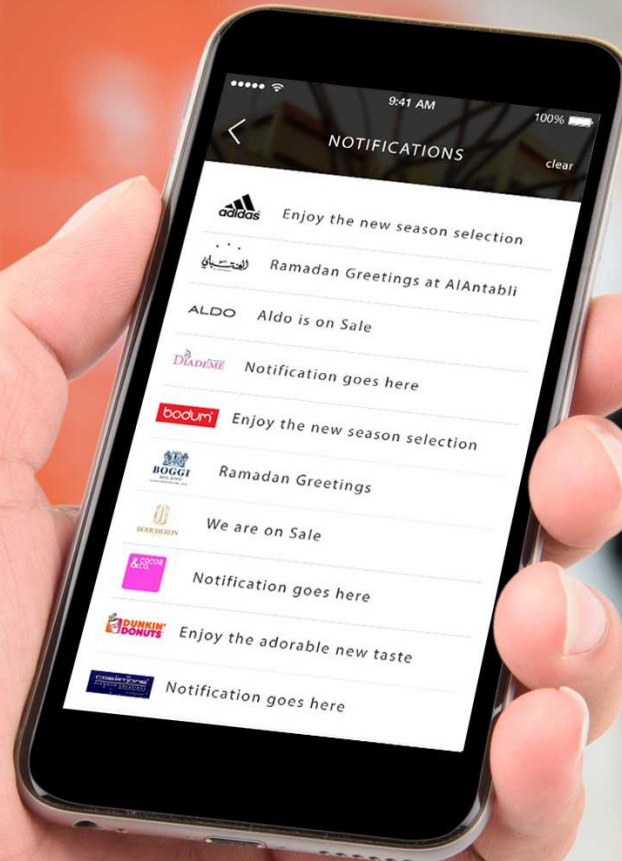
Tracking

- ◆ Track visitors and staff
- ◆ Track valuable assets
- ◆ Get geo-fenced alerts
- ◆ Benefit from real-time positioning
- ◆ Monitor Workforce in realtime using mobile applications and relevant IoT devices



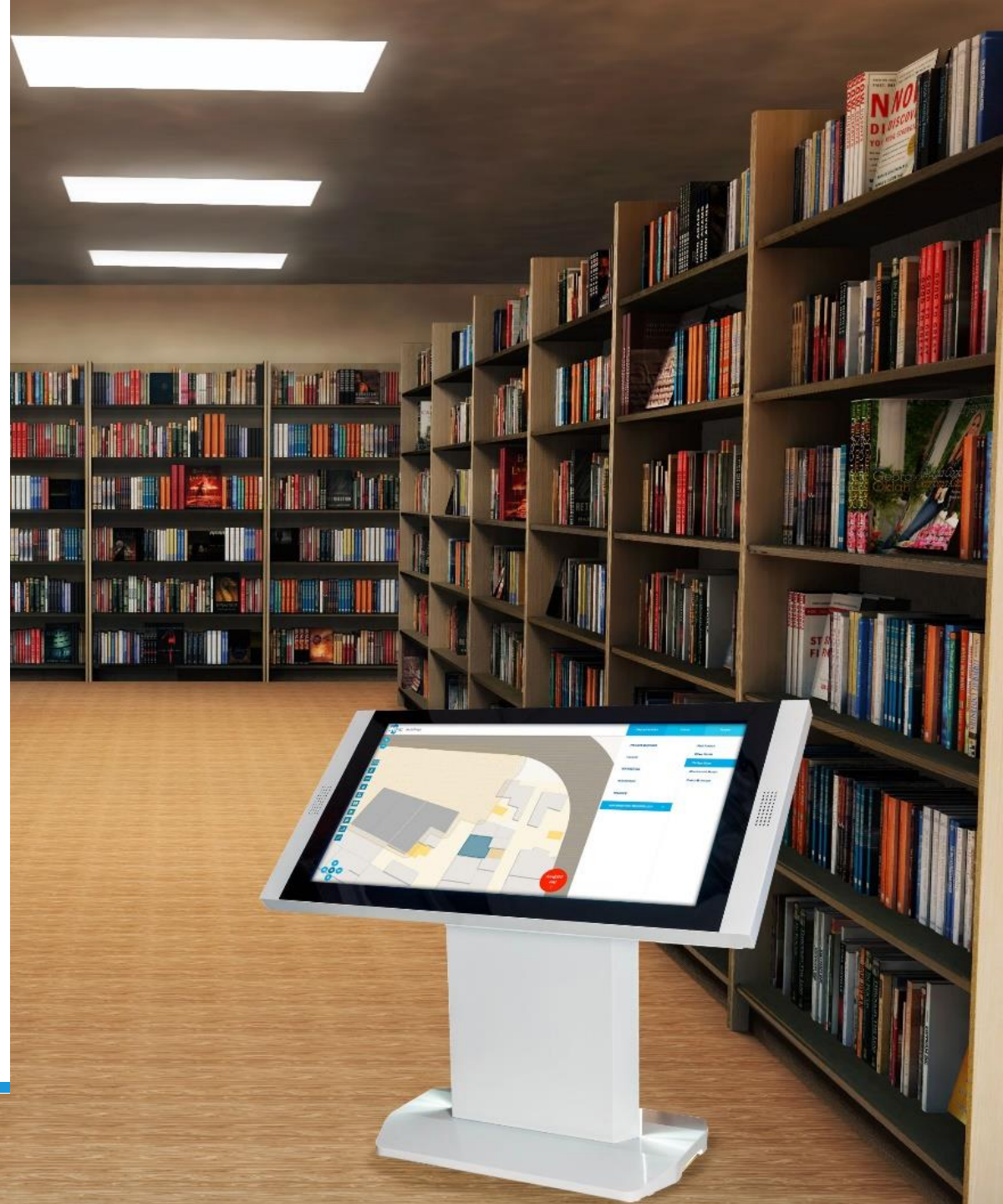
Push Notification

- ◆ Proximity Marketing
- ◆ Store Promotions
- ◆ Notification of VIP customer visit
- ◆ Customer profile, buying history, in-store browsing behaviour and up-sell recommendations
- ◆ Personalized Communication
- ◆ Spatial Awareness



Digital Library Assistant

- ◆ Display Book information and location
- ◆ Show library floor layout and display relevant book sections
- ◆ Integrate Way+ with online book reviews and book borrowing systems
- ◆ Show weekly and monthly recommendations of topics or publishers



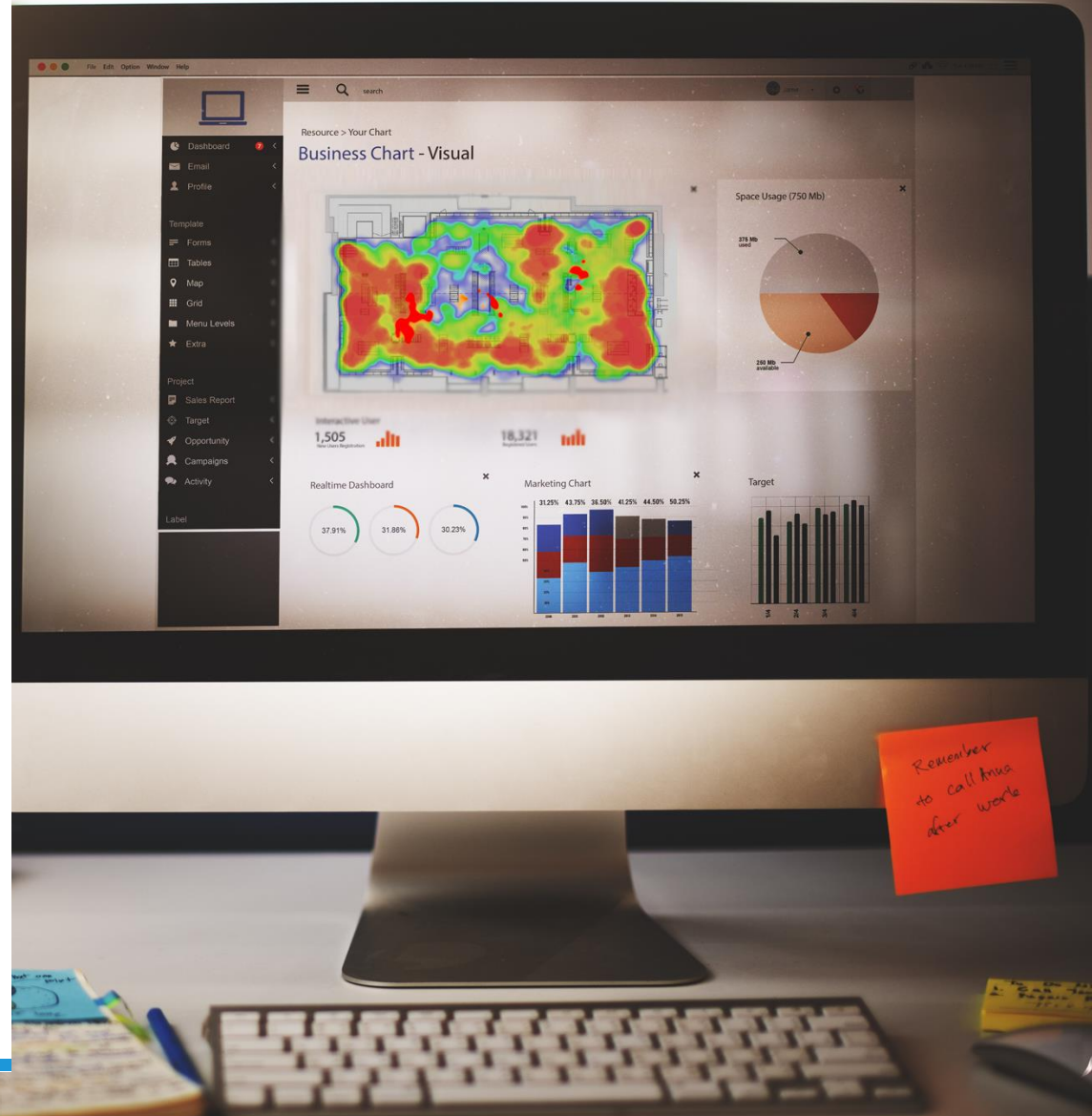


Parking Location

- ◆ Save your car location by saving the coordinate
- ◆ Take a photo of your car location
- ◆ Record a voice memo
- ◆ Type a note for car details

Analytics

- ◆ Footfall and dwell time trends per week, day & hour
- ◆ Recurring visit patterns
- ◆ Popularity of different zones
- ◆ Heat maps
- ◆ Path analysis –how do customers typically move about
- ◆ Zone analytics to understand the utilization of space
- ◆ Busy area analytics to improve product placements



Augmented Reality

- ◆ Find today's promotion product
- ◆ Brand promotion (follow the footstep of Nike)
- ◆ Window display interaction
- ◆ Display product details / prices through mobile phone
- ◆ Pop-up menus
- ◆ Display directions with remaining distance





Way+ on Microsoft Azure

- ◆ A cohesive, integrated approach on the cloud
- ◆ All the tools you need to integrate effectively and provide everything “As a Service”
- ◆ Scale on Demand, and optimize for price
- ◆ Security, business resiliency, and efficient delivery
- ◆ Shift CAPEX to OPEX by capitalizing on the cloud
- ◆ Exploit new business opportunities through Microsoft ecosystem

Key Features

- ◆ High Accuracy
- ◆ Attractive Design
- ◆ Smart routing algorithm
- ◆ Multi-floor routing
- ◆ Turn by Turn routing
- ◆ 2D and 3D maps
- ◆ Multiplatform: iOS- Android - Web/HTML
- ◆ Offline navigation
- ◆ Indoor & outdoor (GPS) combined routing



Benefits

- ◆ Increase Customer's loyalty
- ◆ Improve brand image and market value
- ◆ Target through location-based marketing
- ◆ Create new marketing channels
- ◆ Reduce overall operations cost and improve efficiency
- ◆ Improve safety measures by detecting crowded problem areas and guiding shoppers
- ◆ Track key personnel and assets

