

# showroomXP

*The VIP showroom experience*



## TYPICAL USES

- **PRODUCT SHOWROOMS**  
Provide product specifications, use cases and success stories, targeted to your visitor's vertical market.
- **CAMPUS & OFFICE TOURS**  
Offer guided tours of your facilities, offices, labs, etc., targeting possible clients, employees or students.
- **ART GALLERIES**  
Bring artists and their artworks to life, showcasing their background, story and vision.
- **VIP VENUES & EVENTS**  
Help your special attendees get the most out of their participation in trade shows, trade missions and conferences.

**showroomXP** is a technology set that helps managers of high-end showrooms provide a targeted, personalized experience to VIP visitors, from pre-registration to visit to follow up.

The showroomXP technology set includes:

- Handheld tablets with proximity app, to display targeted multimedia content (stories) to visitors as they move through your venue
- A cloud-based system to host, manage and present your multi-language, multimedia stories, while at the same time collecting data for usage analytics and requests for follow up
- Bluetooth Smart (BLE) Beacons that electronically mark the different physical areas of your venue
- Near Field Communications (NFC) tags and smartposters that allow visitors to collect desired content in their own mobile devices during their visit
- Video Beacons to display targeted content on a large screen when a visitor is within viewing range
- Takeaways that make it easy for your visitors to re-connect to your latest content, including NFC-enabled Smartcards, Video Brochures, and promotional items
- A full menu of services to make the design, deployment and operation of showroomXP painless and profitable.

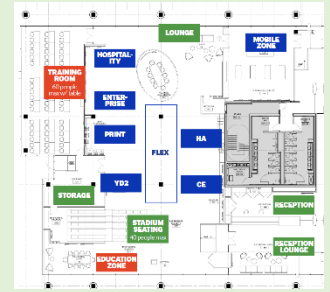
**PLEASE CONTACT US FOR DETAILS AND PRICING**



## showroomXP Proximity App

A remotely configurable Tablet application that presents content that is relevant to each venue area and targeted to the visitor's type vertical market. For example, a Healthcare professional visiting one of your displays will see a different marketing story than a College administrator. Same products, different use cases.

Besides displaying documents and videos, the app also lets the visitor provide feedback, request follow up or get additional information. And because it is powered by GreenRack™ Service, content is automatically presented in the language of the user, and analytics data is collected in real-time.



## Bluetooth Smart Beacons

As part of the setup package we provide you with pre-configured *beacons* (you may know these as iBeacons or BLE beacons), two or more for each area of your venue. The beacons will be strategically placed to trigger the corresponding story in the Proximity App.

We prefer USB-powered beacons, although battery-powered versions may also be used.

## GreenRack™ Service

GreenRack is a service, hosted in the global Microsoft Azure Cloud, that allows you to define, tag and host content, and to present it using a variety of technologies, including mobile devices, NFC smart cards, smart posters, and digital signs.

Your GreenRack content is presented in the showroomXP app, and is also invoked when visitors tap or scan smart posters, NFC tags, smart giveaways, read follow up emails, etc. Analytics are collected by visitor, and consolidated regardless of device and presentation method.

The GreenRack Service fees are included in your showroomXP subscription.



## NFC Tags and Smart Posters

You can use Near-Field Communications (NFC) tags and QR Codes to make it easier for visitors to use their own mobile devices during their visit to collect additional information, or to further engage them by participating in the experience through gamification.

Using GreenRack ensures that content is consistent and up-to-date, and analytics are collected in real-time for follow up and continuous improvement.

## Display Beacons (coming soon)

These are USB-powered beacons that plug into the HDMI input of your large screen and display personalized video when it detects a visitor in the proximity.



## Smart Souvenirs & Giveaways

To make the visit more memorable, and the presented content easily accessible, we offer a variety of souvenirs and giveaways. But these are not useless trinkets that will be discarded the next day. All our items are *smart*, with NFC chip and QR Code pre-encoded to connect to your GreenRack content, and are as useful as they are trendy.

Items include:

- Smartcards: custom-printed PVC cards, with QR and NFC.
- Smart Video Brochures: in a variety of models and sizes, with built-in media player and preloaded videos, and QR and NFC tagged.
- Custom-printed paper products, essentially pocket-sized smartposters. All with QR, NFC optional.
- Custom-printed mouse pads, bracelets, keychains, lanyards, pens, etc. Also QR & NFC tagged.
- And many more!



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