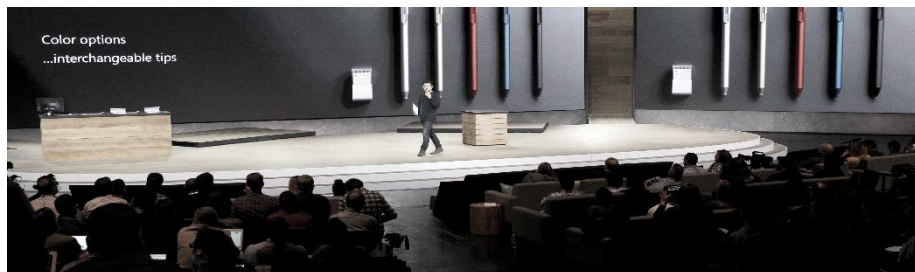# Leveraging technology to engage, empower and evaluate

Involve every participant personally

- Increase incremental revenues via proximity marketing and sales of additional services
- Measure the impact of the event
- Build brand loyalty through social media and in-venue engagement
- Provide a scalable platform that expands to accommodate multiple events

What is MagiXEvent?

MagiXEvent is a cloud platform that enables Event organizers to gather more and better information on visitor preferences, analyze the information and translate the findings into future enhancements and, perhaps, revenue streams. With its location-awareness capability, the platform aims to maximize the management of events and conferences to handle many common activities and communications between attendees, exhibitors, and event organizers.

Why customers use MagiXEvent

- A cloud platform
- Accurate location awareness capabilities
- Various integration options
- Branding, industry themes & features
- Ads and Promotions engine
- Functions on Android and iOS
- Go green, no need to print event collateral, everything is in the participant's pocket
- After-Event Reports & Analytics

Improved visitor Experience

- Hear their voice through polls, surveys and Q&As
- All event practical information in one place. Interactive maps, agendas, lists and more so they don't miss anything.
- Timely notifications, reminders & visual interactions, leave your event memorable

Positive Financial Impact

- No hidden costs on infrastructure
- Location-aware advertising, and monetization services
- Innovative revenue streams, up-selling & cross-selling capabilities

Enhanced business processes

- Efficient use by staff
- Delivers actionable reports & analytics that support smarter, faster decision making
- Offers back-office functionality that streamlines routine administrative tasks

Total engagement from start to finish

Inventive revenue, increased overall profit, definite ROI

Continuous concentration on event enrichment

"I would like to extend my gratitude toward the great efforts. The results were astonishing and made the event go so smooth which reflected positively."

- Ossama Abouelwafa
Marketing Communication Expert
Global Marketing
Schneider Electric

MagiXEvent deployed on MS Azure, allows event owners to take advantage of the cloud to deliver flawless visitor service

Happy Visitor, Successful Event !

- Personalized
- 100% Engagement from start to finish
- Simplified participation Processes

Speed across the board

- Speed of Solution Deployment
- Speed of operation
- Speed of Scalability
- Real time reports for immediate decisions

Overall Impact

- Data Security
- Capture and understand visitor-generated data for accurate decision-making
- Guaranteed ROI

MagiXEvent on Cloud

Our promise to you

We promise industry-leading scalability, unmatched security, and ground-breaking innovations including a layer of intelligence that will take your attendee experience to another level.

We promise you the ability to monitor engagement & satisfaction based on real time analytics & detailed reports to gain specific insights into top sessions and speakers, influencers, and overall user activity.

You will raise the limits for event outcome expectations and make your events unforgettable

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IPMagiX **Azure** → Visitor Mobile Devices → Access Points | Location & Wireless Controller

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Tangible Benefits / Desired Outcomes

- Guarantee Visitor Engagement
- Gain Visitor Insights
- Take Informed Decisions based on detailed reports & analytics

- Increase Revenue through extra sponsorship opportunities
- Close Communication Gaps
- Guarantee ROI

Why IPMagiX?

Founded in 1998, IPMagiX creates solutions that empower hotels to prepare for IoT and earn revenue simultaneously. Headquartered in Egypt, and as a Microsoft Gold Communications Partner, IPMagiX has emerged as a leader of Unified Communications building a global presence. At IPMagiX, we integrate our vast experience with our highly enabling technology to create innovative solutions with ultimate flexibility, outstanding support and robust value through.

IPMagiX