



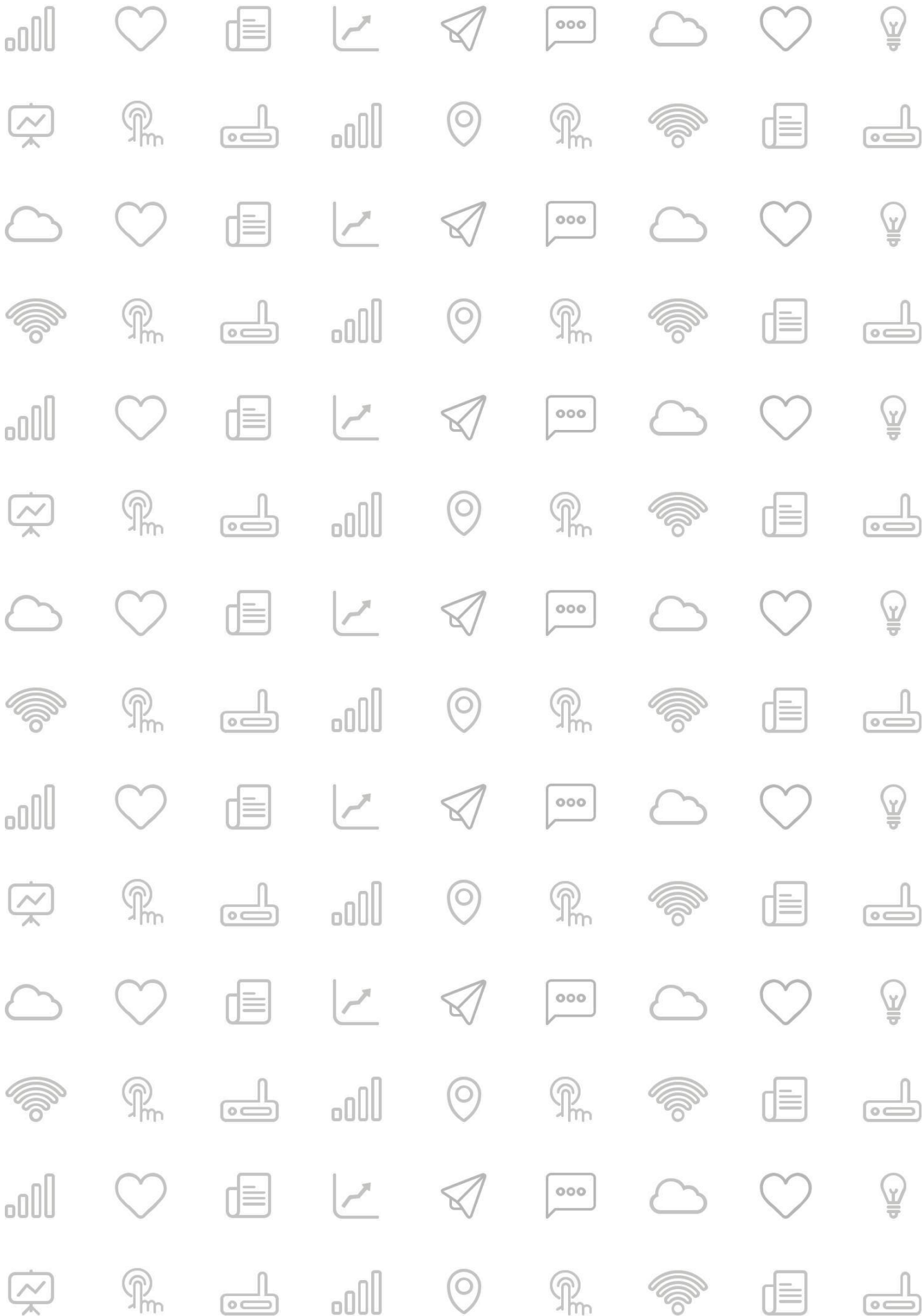
Wi-Fi Management & Marketing Platform

UC-WIRELESS

UNIFIED COMMUNICATIONS - ANYTHING WIRELESS

Africa & Middle East Distributors

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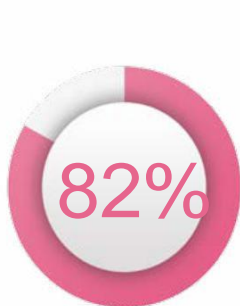
Did You Know That...?

Her name is Alice.
She is 26.
She visits your place three times a week.
She always takes the table next to the window.
Very often she reads a book.
She usually buys a cherry pie.
She prefers red wine to white wine.
In her free time she practises yoga.
She has a dog, Brutus.
She loves horror movies.

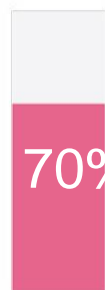
His name is Mark.
He is 42.
He is a businessman.
He visits you twice a month.
Very often he takes a bath in the jacuzzi.
He is divorced.
He has a SUV.
He loves snorkeling.
He is a lover of seafood.
He leaves very generous tips.

With Linkyfi, you will know even more!

Statistics Show That...



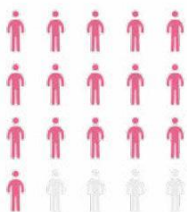
82% of mobile shoppers use search to influence their purchasing decisions¹



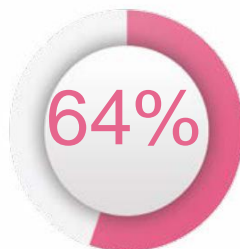
70% of users feel brands can get their attention faster via SMS/Text²



64% of consumers, who have subscribed to mobile messages, have said brand messages have induced purchases²



79% of smartphone owners are smartphone shoppers⁴



64% of consumers subscribed to mobile marketing indicated that they have made a purchase as a result of receiving highly relevant mobile message⁵



71% of in-store shoppers who use smartphones for online research say their device aids their in-store experience³



60% of customers seek discounts and sales via mobile ads³

1. <http://venturebeat.com/2014/06/09/10-mobile-stats-every-marketer-should-know/> 090415r | 2. <http://blog.digitalinsights.in/mobile-marketing-stats-2015/05270887.html> 090415r
3. <http://heidicohen.com/2015-mobile-marketing/> 090415r | 4. http://ssl.gstatic.com/think/docs/mobile-in-store_infographics.pdf 090415r | 5. <http://blog.digitalinsights.in/mobile-marketing-stats-2015/05270887.html> 090415r

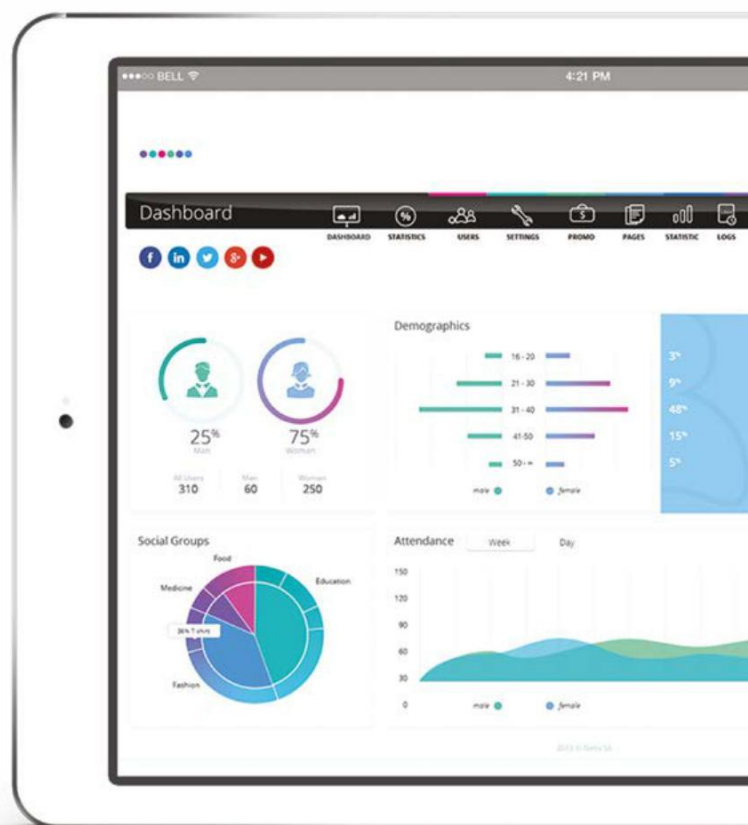
Linkyfi - How It Works

Linkyfi is a simple marketing tool that uses the mechanism of conditional access to the Internet to collect data about its users. To surf the Internet for free, the client, encouraged by the possibility of receiving a discount or other attractive offers, logs on to the Linkyfi platform. Upon logging in, they are given the choice of how to access the free Wi-Fi - by entering the phone number or e-mail address, logging via social media accounts or by completing a short questionnaire. An in-depth analysis of the customer information allows the business owner to create and send customized advertising campaigns directly to the clients. Additionally, the client may be offered the possibility of using virtual menu, virtual points/stamps or navigation to selected places.






A wide range of possibilities, offered by the Linkyfi platform, make it suitable for diverse facilities such as **hotels, restaurants, airports, railway stations, shopping malls, cinemas** or even **mass events**.

Types of data gathered by Linkyfi:

login type, sex, age, demographics, frequency of visits, places of interest, duration of visits, time of visits, density of people, clients' flow, movement direction and many, many more.



Functionalities & Benefits

	SURVEYS, STATISTICS, REPORTS	>	Reliable information about every single client	>	Appropriate adjustment of the offer to the client's needs
	PROMOTIONAL CAMPAIGNS	>	Addressed to every single client	>	Establishment of direct contact with the client
	VIRTUAL STAMPS	>	Next-generation loyalty cards	>	Increased brand appeal, enhanced relationship with the client
	CUSTOMIZED ADVERTISING CAMPAIGNS	>	Easy to prepare and tailored to each client's needs	>	Increased effectiveness of advertising campaigns
	MOBILE ADVERTISING	>	Possibility of promotion in the mobile form	>	Increased brand awareness among the clients
	INDOOR LOCATION	>	Information about the manner and direction of movement of every single client	>	Optimization of sales and advertising space, increased staff efficiency

Linkyfi - Case Studies



Restaurant

1

Shopping Mall

2

Airport

3

Cinema

4

Chain Store

5

Hotel

6

Mass Event

7

Pub & Disco

8

Restaurant

1



① Via Linkyfi Platform, a client in a restaurant may order lunch or wine they like directly from their mobile phone using **virtual menu** option. This cutting edge technology not only facilitates and speeds up the ordering process, but also enhances the attractiveness of your venue. ② The client may also be offered to use **virtual stamps**, which have become next-generation loyalty cards in a mobile form, e.g. a visit in your restaurant equals 1 stamp, after collecting 5, a client may redeem them for a gadget or a discount for the next meal in your restaurant. This allows you as a business owner to build and strengthen a long-term relationship with the clients as well as grow the number of loyal customers. ③ After the meal, the client may be asked for completing a **short survey** regarding your services and products. They may also **recommend** your restaurant on diverse industry and business portals. All these options are suggested and delivered by Linkyfi in a very convenient mobile form. As a result, the business owner receives valuable information whether the client is satisfied with the services offered and the restaurant's visibility in the Internet gets boosted.

Shopping Mall

2



① Linkyfi Platform used in a shopping mall allows you to warmly welcome every single client that visits your business. The **personalized message** displayed on the phone screen may include not only a standard *Hello*, but also information about current promotions, sales, events or other activities that take place in your shopping mall. ② Linkyfi may also be used to **navigate** your client to a selected destination, e.g. via Linkyfi, a client informs you, by choosing an appropriate category, that they are looking for a pair of shoes, in return Linkyfi prepares for them a personalized path around your facility including all shoe shops. Additionally, during the search for shoes, you may send your clients, in form of push messages, information about discounts on shoes available at the shops they are passing by (**Event-Based Marketing** option) or other information they may be interested in. ③ After the shopping, Linkyfi may navigate the client to their car, using the shortest path possible. All these functionalities let you establish direct contact with every single client, speed up their decision-making process by presenting an offer tailored to clients' current needs as well as enhance the attractiveness of your business.

Airport

3



1 To get access to Wi-Fi, a traveller logs in to Linkyfi platform. The information they find on the login page depends on you - it may be the data about **plane arrivals and departures** or the information about current **discounts** in restaurants or gift shops within the airport premises. 2 The traveller may also be **navigated** to a chosen destination thanks to the option of **Indoor Location** or **notified** in real-time in a text message about any updates to their itinerary such as security wait times, flight delays or gate changes. Additionally, you may **limit** free access to the Internet for travellers and **charge** them when they exceed the defined limit. A wide range of features offered by Linkyfi make it a great tool to be used in other modes and places of transportation such as railway, bus or metro stations as well.

Cinema

4



1 For cinemas, Linkyfi platform offers new-generation loyalty cards – **virtual stamps** in a mobile form. Each visit in your cinema equals 1 stamp. After collecting 5, a client may redeem them for a free ticket to a chosen movie. 2 What is important, via Linkyfi, the satisfied client may **share** the news about the free ticket they received with their friends on social media, which increases the attractiveness of your venue. 3 Additionally, you may use the option of **Event-Based Marketing**, which enables you to send information about the latest movie premiers or discounted tickets to the customers that are within your Wi-Fi range.

Chain Store

5



1 Linkyfi is a platform that enables a thorough **analysis** of the traffic at a given time and place, with accuracy of 3m. 2 It also indicates the direction of **clients' movement** and the paths, which are most frequently chosen by them. 3 Having all this data helps you properly **evaluate** the daily workload and **plan** in advance the number of staff working on a particular day. This may increase both the efficiency of your workers and the satisfaction of your clients. Moreover, such knowledge may support your decisions regarding the **optimal management** of sales and advertising space and help you determine which places in the store are the most popular among the customers.

Hotel

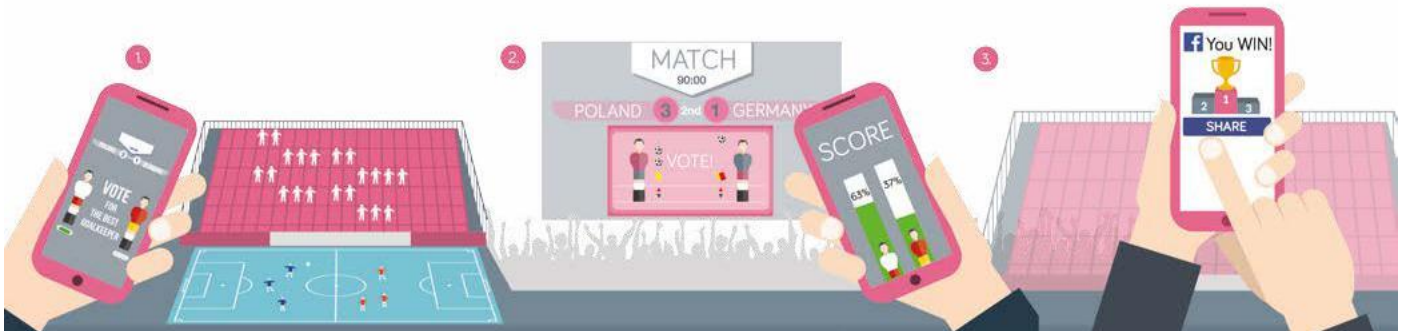
6



1 To make your hotel more attractive to your guests, you may offer them the option of **ordering** meals, spa or other services directly to the hotel room via Linkyfi platform. 2 On the login page, they may also be **presented** with hotel regulations, special discounts on hotel services or information about the latest events happening in your venue. It is up to you what kind of information will be displayed to your guests. 3 Furthermore, Linkyfi offers you its premium service of **indoor location for hotels**, which may help you **navigate** your guests around the hotel complex and indicate the location of such places as spa room, fitness centre, restaurant or the closest available parking space. Last but not least, at the end of your client's stay, you may ask them to rate your services via Linkyfi's customer satisfaction **survey**.

Mass Event

7



1 An interesting case of application of Linkyfi platform may be a mass event. Via Linkyfi, participants may **play together** and/or **compete** with each other while voting for the best player e.g. during the football match. The results may be displayed in **real-time** for all the participants of the event. Moreover, the **advertisements** of our business partners may be presented on the login page, which makes them visible for all the people logging to the platform. Additionally, the winner of the competition may be drawn among all people voting and **notified** about this fact by a text message. There is a great chance that the lucky winner will **share** their happiness on a chosen social media profile with their friends. Use of Linkyfi Platform during a mass event may increase its attractiveness, support promotion of your business partners, boost your brand awareness and its visibility in social media, and most importantly, drive attendee engagement.

Pub & Disco

8



Linkyfi platform may be a perfect choice for the owners of discos or pubs as well. 1 Clubbers may communicate with each other during the party via the **chat** option. This form of communication seems to be perfect especially for young people who are already accustomed to quick and short messages exchanged on a daily basis via the Internet. 2 Via Linkyfi, clubbers may also be offered participation in diverse **games** such as roulette where they may win a discount on the bar. 3 Moreover, they may do a check-in in a place and tag their friends on social media, without the need to separately log in to their accounts. This kind of promotion may drive your sales and boost significantly the attractiveness of your business among the customers.

About UC-Wireless & Linkyfi

Linkyfi is a solution distributed by UC-Wireless & invented by AVSystem, a company well-known for its collaboration with the largest telecommunication companies in the world such as Vodafone, T-Mobile or Swissvoice. AVSystem has been present in the international IT market for many years and has become a market leader in providing solutions to manage devices connected to the Internet. The company is based in Kraków, Poland where its R&D department is located, and has its offices around the world in countries such as India, Slovenia, Brazil and Colombia. Using its long-term experience, closely monitoring the changing trends in customer buying behaviour patterns as well observing the soaring significance of both mobile market and the Internet in client's decision-making process, AVSystem decided to design Linkyfi, which is a pertinent response to the current market needs. AVSystem's solution is already used in Europe, Central and South Americas and Middle East. UC-Wireless services partners and telcos across Africa and the Middle East & other locations globally.

Why UC-Wireless & Linkyfi ?



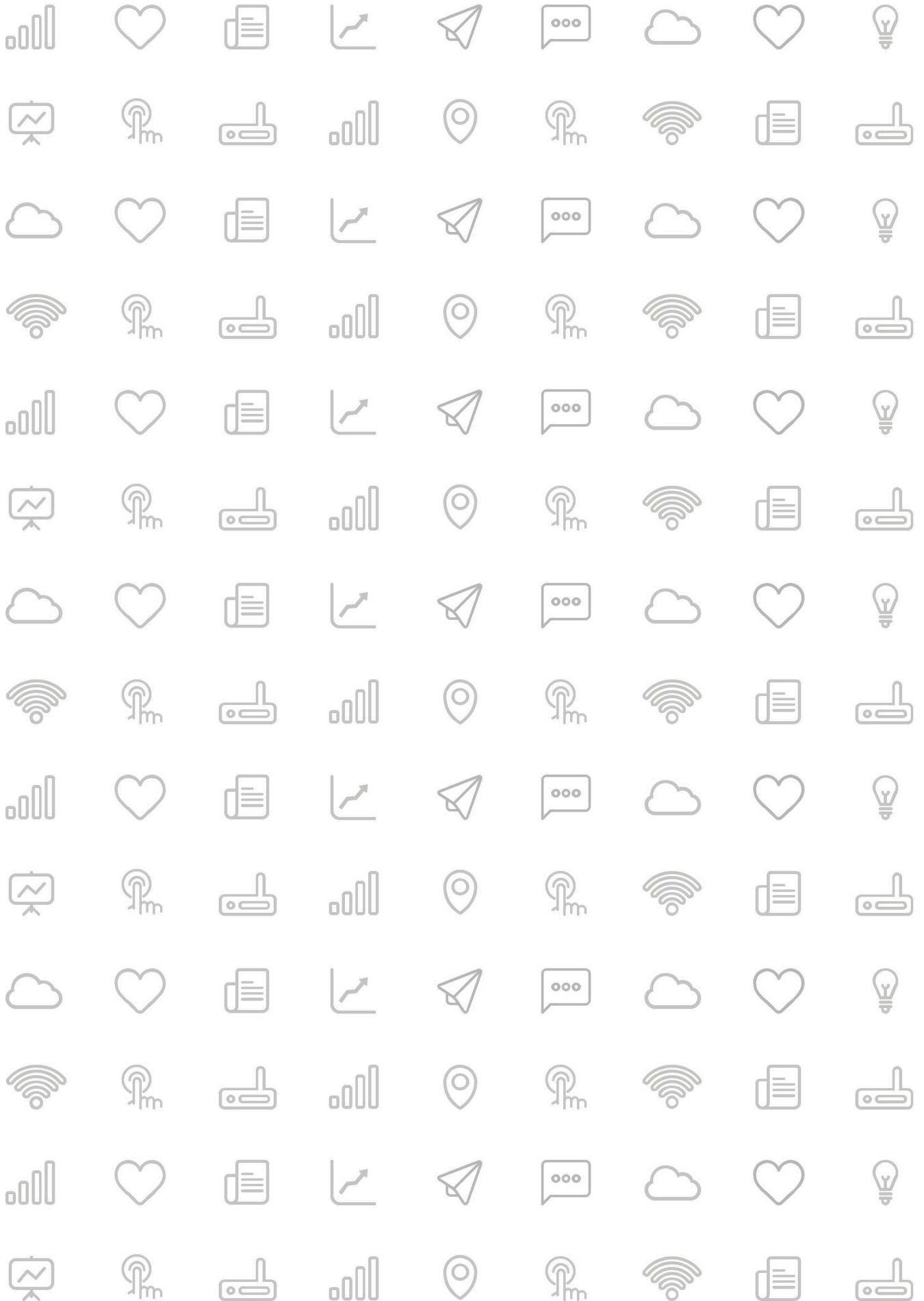
Enable your Clients on Linkyfi...

Are you an ISP, Wi-Fi Hotspot Provider, Telco or System Integrator? Linkyfi is the perfect solution for your networks. Use Linkyfi to move your Wi-Fi services and solutions to the marketing world and offer a complete product to your customers.

Why Linkyfi?

- 1 It allows you to differentiate your company from competitors.
- 2 It is much easier to sell your clients Internet connection or service using the marketing language of virtual stamps or personalized marketing campaigns and smart ad-enabled captive portals with advanced analytics.
- 3 Your customers benefit from services that differentiate them and monetise their Wi-Fi while delivering business intelligence.

Linkyfi is very flexible – represented by UC-Wireless in MEA - we can customize the platform with your logo and a theme, translate it to different languages and install it either in our cloud or on your premises. The business model is very simple, we charge only per access-point per month, and the rest is yours. Sounds reasonable? Please contact the UC-Wireless team – we can create a demo account for you and configure your demo devices fast.





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