

Stay in touch,  
anytime – anywhere  
with Apsima

- Micro-location beacons utilize Bluetooth Low Energy (BLE) to allow any mobile device with enabled Bluetooth 4.0 to know where it is in relation to a beacon.
- For instance, in a casino a BLE beacon lets a customer's app determine the location of the user relative to the beacon, and can therefore determine they are standing in the poker room, etc.
- Using proximity sensing, a streamlined mobile app can then deliver relevant location based content in the moments it matters most, when they are physically present on the casino floor.



Small in size, customizable

Economical

100-200ft range

Many options, plug-in, USB, battery and light powered.



# The Opportunity

- With over 1.2 billion people now accessing the web from their mobile devices, an insatiable consumer hunger has emerged for greater, more empowering, connected mobile apps for every aspect of their living. In an increasingly connected world, mobile devices have become a sixth sense.
- Consumers are no longer patient when it comes to poorly developed mobile experiences, demanding rich features, which when unanswered, means a quick and frigid delete.
- In addition, consumer expectation for more relevant information continues to grow. No matter how beautifully designed, today's App must be combined with a vehicle to connect it directly to the customer for more effective connectivity.



# Our Solution

- We expect Apsima to become a ubiquitous building block for any mobile or web based app development process.
- Apsima allows developers to take connected app development to an entirely new realm, one with great flexibility and a virtually limitless pool of potentialities.
- Apsima opens up new possibilities for app developers by providing them with everything they need to create rich contextually aware applications through truly unique features.
- Apsima was designed to adequately address the growing expectation for relevant messaging, personalized offers, mobile payments, and interactivity within self-created ecosystems, all provided as a rich experience.

- Apsima was designed to be extremely **flexible**. Features can be added or removed without effecting its overall speed and performance.
- Apsima is **highly scalable**, applicable to a wide array of businesses for countless unique implementations.
- Apsima connects the **web to mobile** devices seamlessly, creating an effortless portal of rich communication between the two.
- Apsima is both **enterprise and consumer oriented**. It provides all of the necessary framework for businesses to quickly launch rich mobile applications that are intricately designed for an engaging end user experience



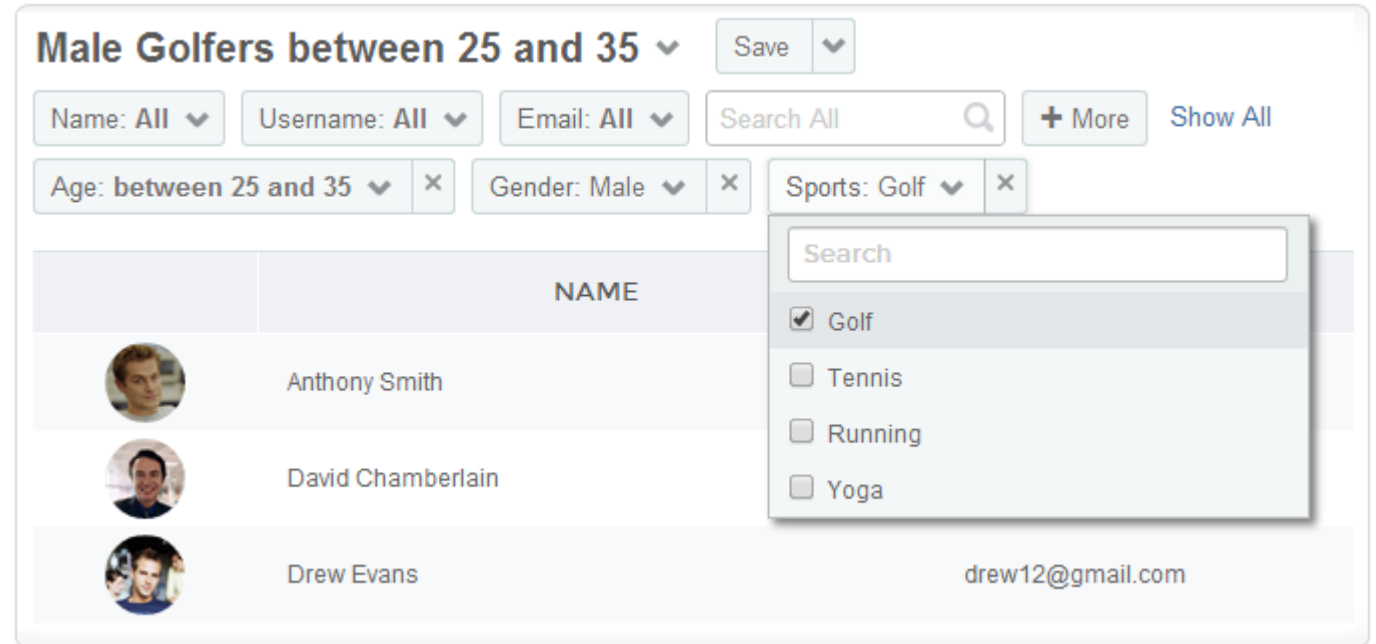


# Key Features



Easily create tags using sophisticated queries to target customers who have not visited you in a while, have purchased a certain item, have spent a designated dollar amount etc.




- Use our rich API or web dashboard to add custom properties to segment your users as you see fit.



**Male Golfers between 25 and 35** Save

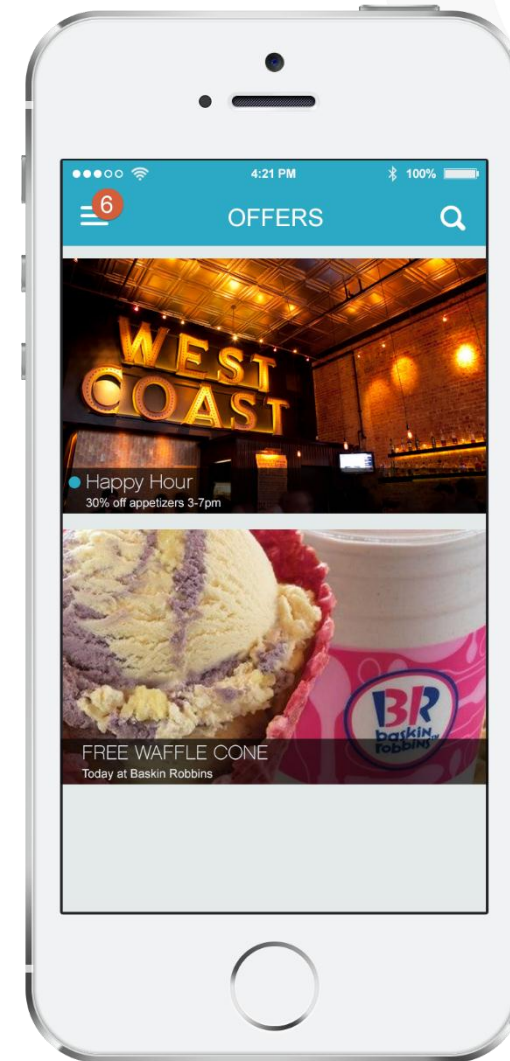
Name: All Username: All Email: All Search All + More Show All

Age: between 25 and 35 Gender: Male Sports: Golf

	NAME	
	Anthony Smith	
	David Chamberlain	
	Drew Evans	drew12@gmail.com

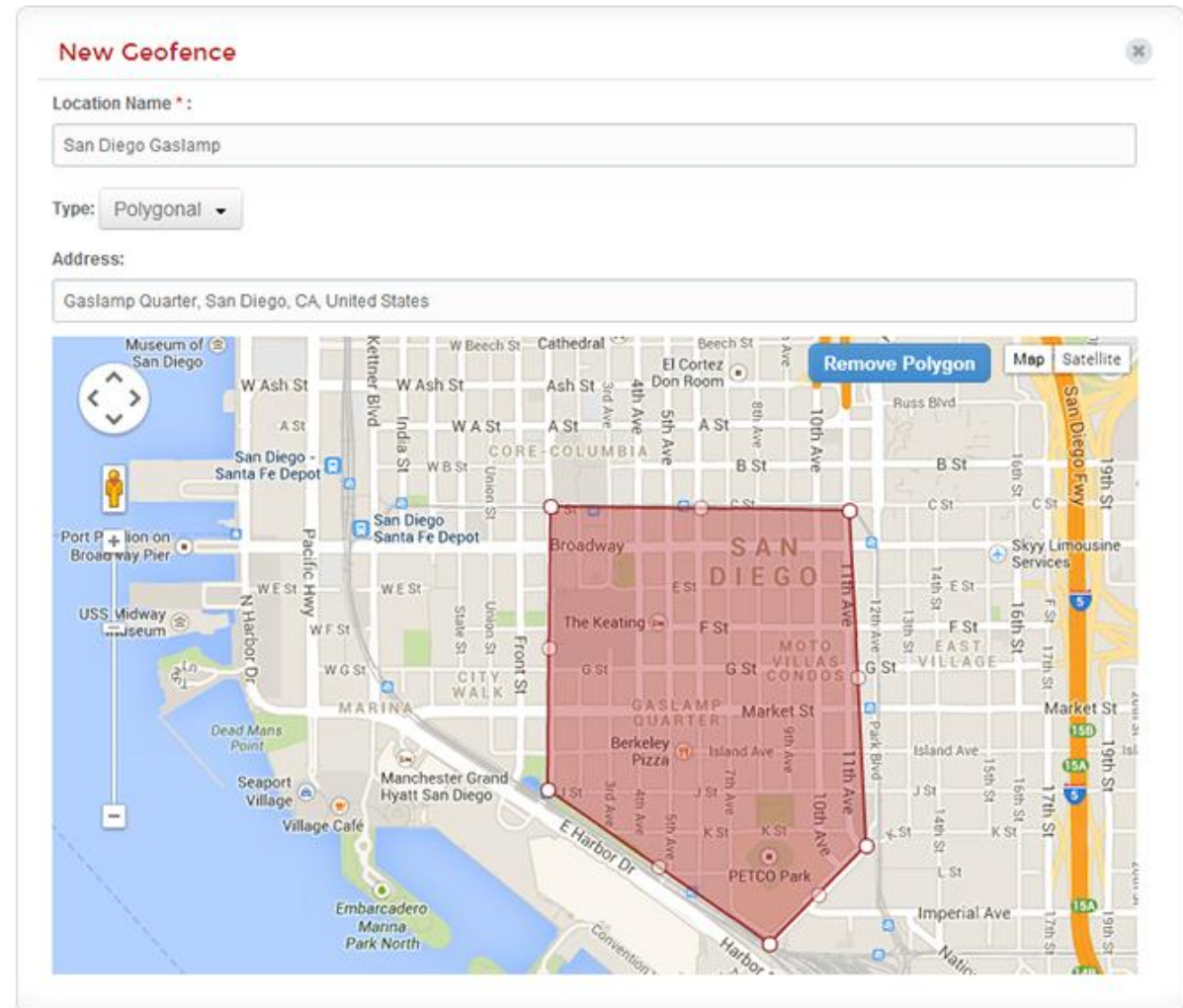
Users are alerted of any new notifications even when the application is not running. These rich interactive push notifications can be initiated by users or as the result of some system action.

- jQuery based content for rich messaging and interaction.
- Special offers, coupons, etc. to grow your business & alert customers of relevant events.
- Surveys allow you to collect meaningful user feedback.



Location-based push notifications allow you to send relevant offers to your customers when they enter or leave a designated area.

- Delivers meaningful relevant content when it matters most, when they are physically nearby your location.



Smart beacons interact with smartphones via Bluetooth for an even closer relationship between merchants and customers.

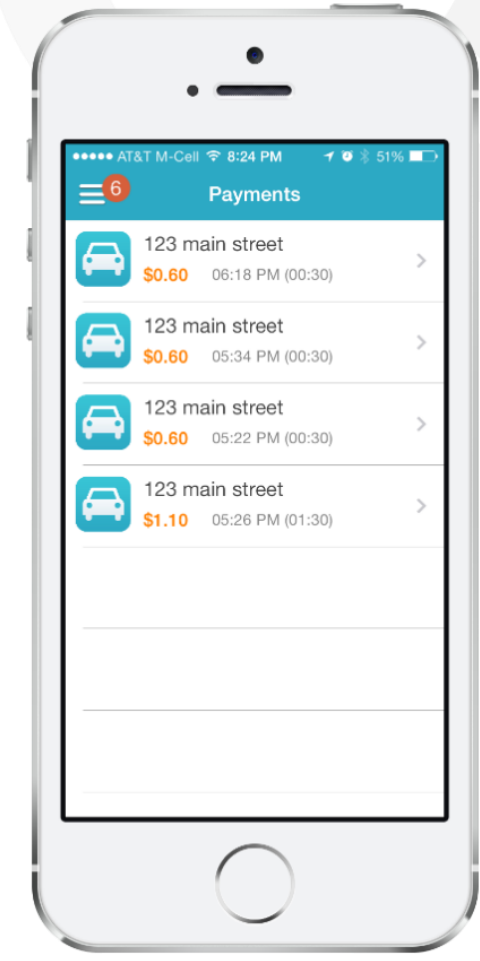
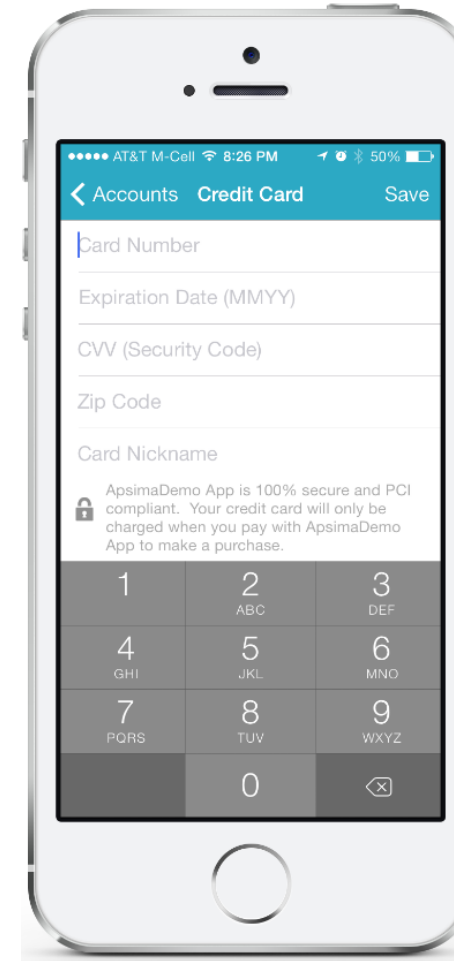
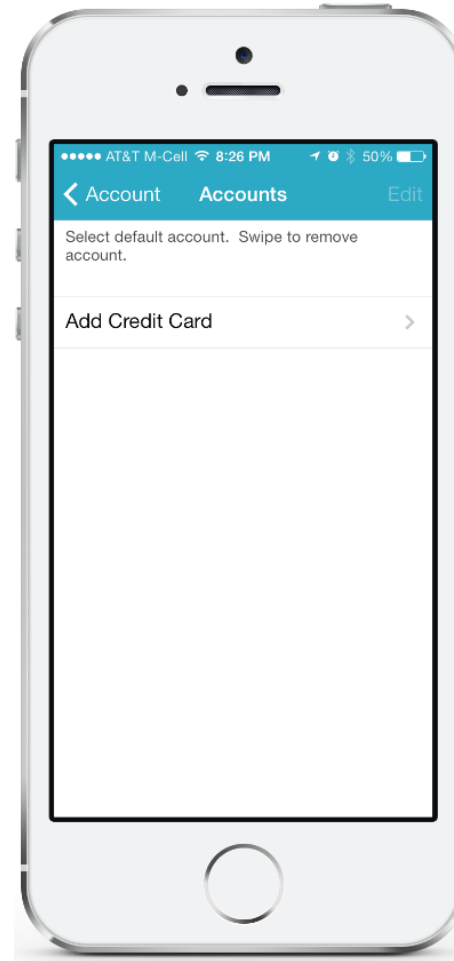
- Target your customers at the moment it matters most, when they are walking throughout your location, and tailor message relevance to exactly what your customers are looking for.





Add secure payment processing to your mobile app.

- Let customers pay directly with their mobile app, no card needed, including hands-free and one-touch.
- Manual credit card processing is also available.



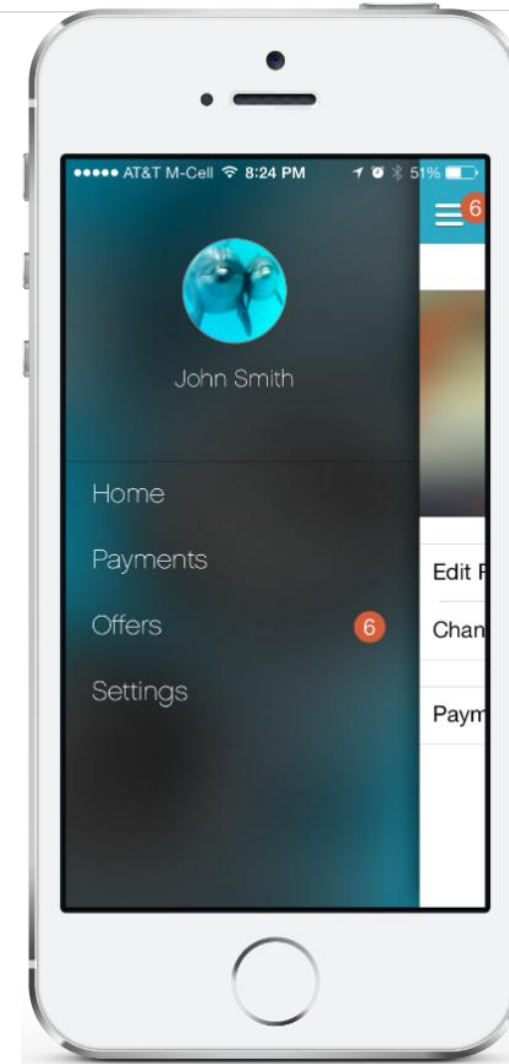
Apsima keeps all registered devices in sync with streamlined device synchronization.

- The platform keeps track of all notifications for each user and manages what device received what.



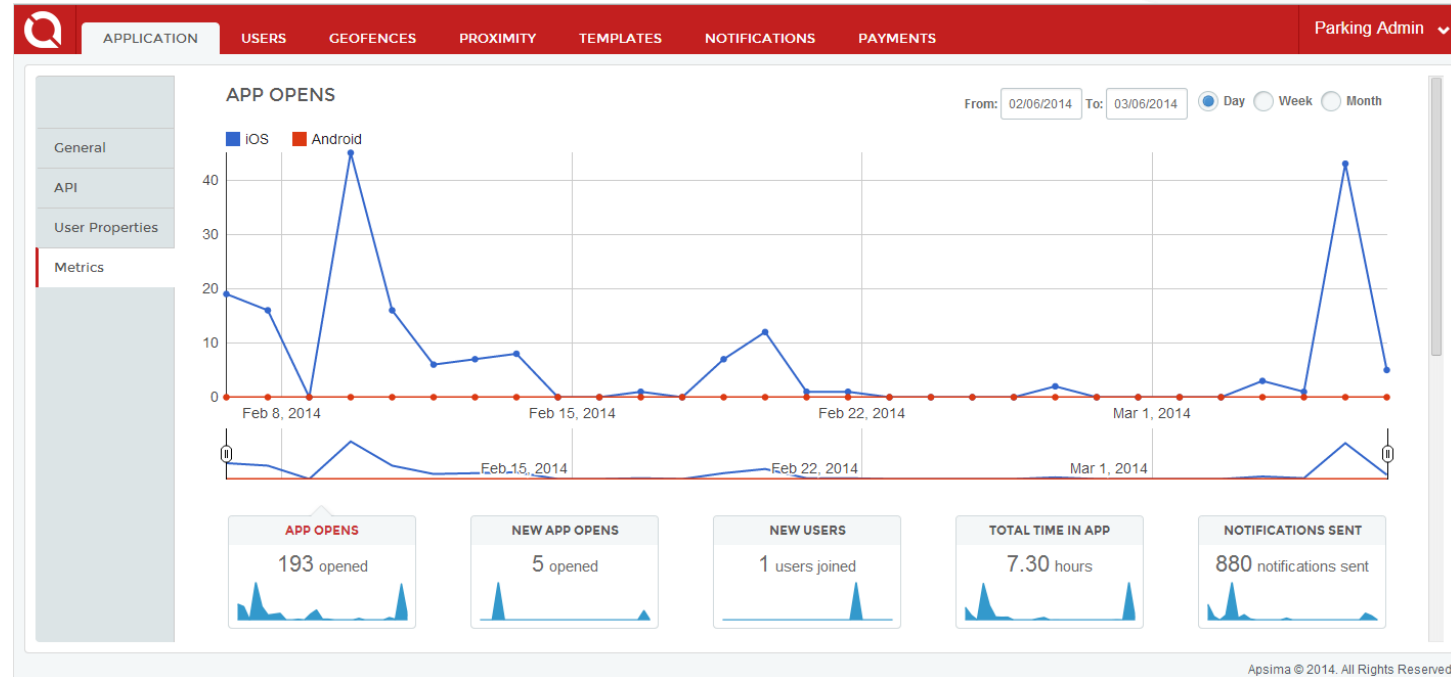
Our portal keeps track of unread notifications for each user across all registered devices and sends a system notification to all his/her other devices when a new notification is read or deleted.

- Widgets are provided to easily display unread counts anywhere in app, providing unified badge management.



Apsima supplies rich analytical data, giving businesses the ability to streamline their messages based on user engagement statistics through powerful tracking mechanisms.

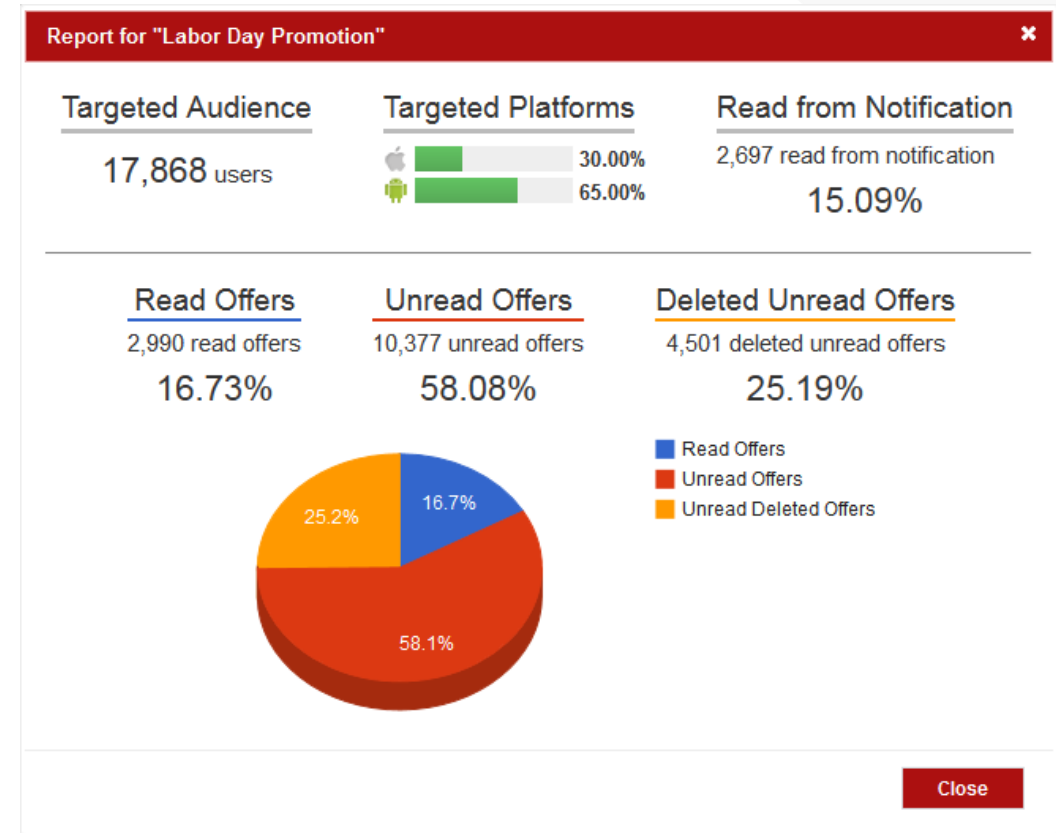
- Monitor platform/device usage.
- Generate timely revenue reports.
- Analyze foot traffic.
- Analyze survey consolidated responses.
- Target your audience using demographic keywords.
- Coupons redemption report.
- Flexible message scheduling.
- Dynamic message content management.





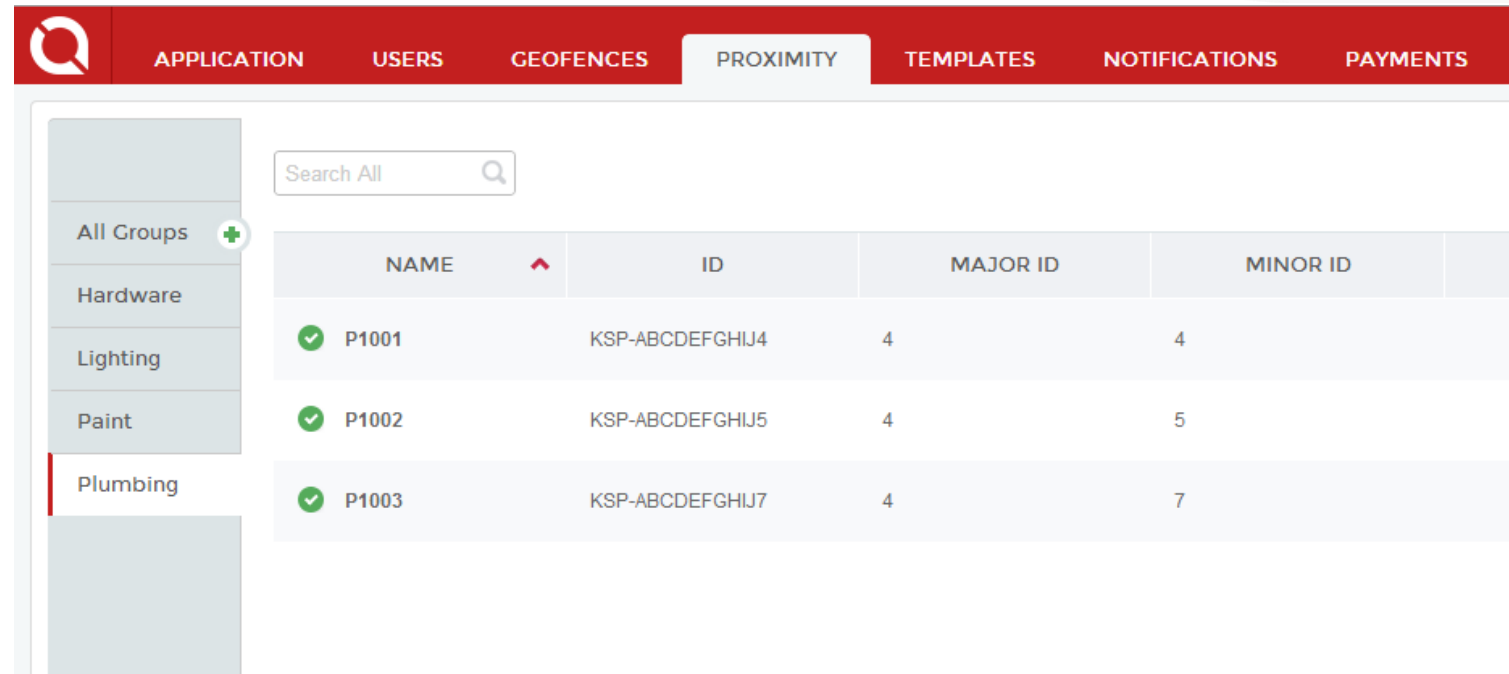
Grow your business globally. Customers can now have access everywhere, at any time to relevant messaging, resulting in an optimal conversion.

- How many users were targeted?
- What were the targeted platforms?
- How many users read the notification from the banner (including percentage)?
- How many users read the notification?
- How many users didn't read the notification?
- How many users deleted the notification without reading it?
- Graph over time of when offer was read?



Apsima is compatible with a variety of proximity-sensing beacon hardware, giving you the freedom to choose which beacon you prefer to use with the platform.

- Apsima provides its own proximity sensing beacons.
- Apsima also supports any iBeacon compatible beacon, including iOS devices.
- Apsima also provides an iOS configuration app which allows you to easily configure beacons from selected manufacturers.

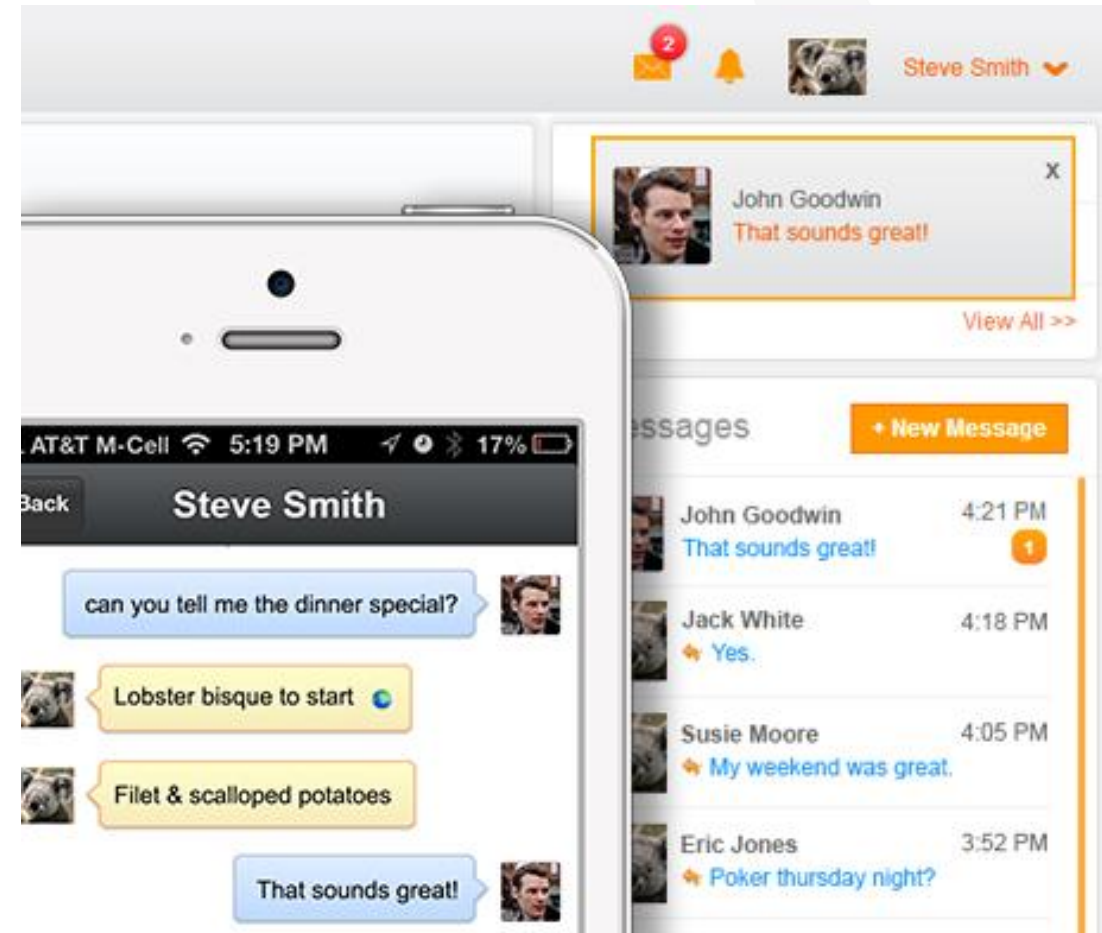


The screenshot shows the Apsima web interface with the 'PROXIMITY' tab selected. The interface includes a navigation menu on the left with options like 'All Groups', 'Hardware', 'Lighting', 'Paint', and 'Plumbing'. A search bar labeled 'Search All' is at the top. The main content area displays a table with the following data:

NAME	ID	MAJOR ID	MINOR ID
✓ P1001	KSP-ABCDEFGHIJ4	4	4
✓ P1002	KSP-ABCDEFGHIJ5	4	5
✓ P1003	KSP-ABCDEFGHIJ7	4	7

Apsima includes messaging widgets which let your users interact and a mobile payment widget which adds secure card-less payments to your app.

- Other noteworthy features include a customizable slider menu, notification toasts, quick access slide up, QR code scanning, offers List, and detail views, etc.





# Use Cases

Display personalized relevant offers to your customers when they pass by your signage utilizing close proximity BLE beacon technology.

- Incorporate BLE micro-location beacons into digital displays.
- As customers come within close proximity to a display, personalized messages can be shown related to purchase history, product preferences, or provide new product recommendations.
- Push offers to customer's smartphone related to the displayed content.



Apsima allows patrons to seamlessly check in to a venue simply by walking in, smartphone in pocket. Our system will recognize users the moment they enter and track their behavior during their entire visit.

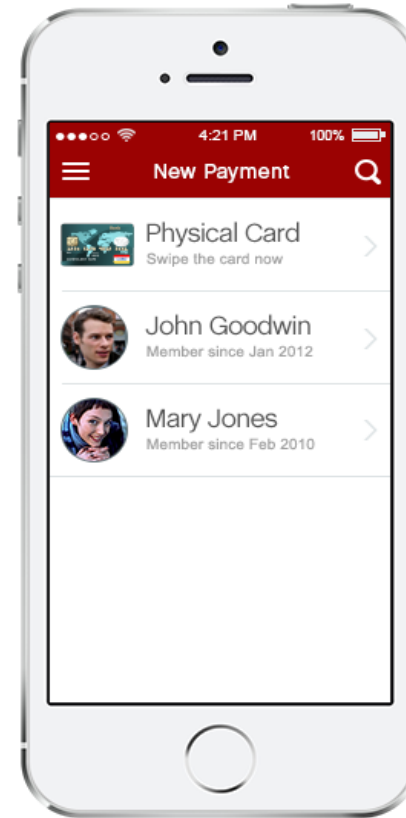
- Incorporate BLE beacons in entryways and throughout a venue.
- As patrons walk in to a venue whether it be a concert, live comedy show, etc. ticket QR code will automatically popup for easy check in.
- Great for ticketing, friend participation mapping, and provides invaluable information on participant behavior for the enterprise.





Mobile checkout anywhere in a store, like Nordstrom & Apple.

- Rapid expansion of points of purchase while taking up no additional floor space, leaving open prime location real estate for merchandise.
- Less costly than traditional POS systems.
- Line elimination.
- Decreased abandonment rates--fleeting on the whim splurges may be re-evaluated by customers given long waits in place of lower cost substitutes or altogether.
- Increased revenue potential.
- Can integrate with inventory management.
- Higher level of customer service engaging with customers and increased consumer satisfaction.



Apsima provides detailed foot traffic reports, giving priceless insight into where customers spend the most time.

- Analyze foot traffic to evaluate which sections draw the most attention and which don't.
- Monitor conversion rates- track a consumers walking pattern and map it back to purchases made later in app or at home.
- Track indecisive consumers that visit but don't make a purchase. Entice a future visit/purchase with a customized push notification based on in-store browsing.
- Re-direct and evaluate in-store strategies.





Apsima provides all the features ideal for a world-class retail application, allowing businesses to interact and communicate with customers like never before.

- Incorporate BLE beacons in entryways and throughout a location for check-in, hands-free mobile payment, foot traffic analysis, digital signage, etc.
- Our state-of-the-art mobile payment implementation allows customers to check out anywhere in the store including hands free.
- Send push notifications based on aisles patrons are walking in to spur a purchase.
- Apsima will trigger loyalty program and analytics with each transaction.





# Summary

Apsima is a connectivity platform that can:

- Easily be integrated to an existing app and make it connected.
- Speed up an app development saving you time and \$\$.
- Assist you in streamlining your operations.
- Help you optimize your resources.
- Help you reach your goals of greater ROI.
- Benefit your customers via a more personalized approach.

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