

Frequent Asked Questions about the interactive game technology

1. What does SCREEMO's technology do?
SCREEMO's patent pending solution enables the easy creation of real-time interactive experiences between any smartphone and any digital screen, without coding, installation or app download.
2. What is it used for?
The fun and short interactions help to create:
 - A. Call to Action – give coupons, links (brand website, app download page etc.), offers, or any content relevant to the customer as the interaction outcome
 - B. Brand Awareness – interactive experiences are a great way for building your brand in a modern way relevant to today's connected customer
 - C. Access to Information – get priceless information regarding your customer as he connects via social networks
3. What is it good for?
 - A. Revenue Growth - provide personalized offers to user's smartphone at the point of sale or near it; such as coupons, promotions or mobile purchases
 - B. Marketing Analytics - get measurable marketing ROI, and know who you are engaging, where and when
 - C. Brand Exposure - interact with your community by targeting mobile social media users at a specific location
 - D. Digital ad space monetization - Higher brand awareness for sponsors that raises the digital ad space value.
4. How does it work?
 - A. **Exposure** - the customer is approached via a digital sign, displaying a call to action such as "Play now and Win..."
 - B. **Interaction** – easily connecting via a QR code, NFC tag, iBeacon or a URL the customer engages in a "one click" interaction - short game, poll, trivia etc. with possible social media connection. No app download is needed, the interaction is web based.
 - C. **Conversion** - once done, the customer is redirected to the brand's selected outcome (coupon, purchase, website, social media, etc.)
5. What is the meaning of "real-time interaction"?
Real-time means that the digital screen reacts to an action a player makes on his smartphone and the player also receives on his phone an immediate reward, which is an outcome of the interaction

6. What types of interactions are there?
 - A. One or multi player interactions – providing either a solution for one on one interactions or for many customers at once
 - B. One or many screens interactions – you can have each screen provide a different experience or have the same experience running on all screens

7. What are the possible outcomes of an interaction?
 - A. Mobile coupon - One click validation coupon delivered straight to the customer phone to encourage immediate redemption
 - B. Redirect to URL – Redirect to any URL immediately whether it's your website, online store, app download page or any other URL you want your customers to visit
 - C. Landing page – supply any image you want your customer to see at the end of the interaction – whether it's a sale, a new product or just a thank you for interacting with us
 - D. Social media sharing- Have customers share their location and action instantly when they are interacting with your brand and store

8. What about statistics and analytics?

SCREEMO's interactions will provide you with following data:

 - A. How many users are currently using the interaction
 - B. How many users have entered since the interaction has been running
 - C. How many users reached the outcome page
 - D. If there is a social login - how many users logged in with social networks
 - E. If there is a social login – list of participants and attributes you requested

9. Does the user need to download an app in order to use the interaction?

No! SCREEMO is a web app that runs in any modern mobile browser. Meaning that the users engage via the smartphone browser by entering a URL, scanning a QR code, NFC tag or via iBeacon

10. Can the product work on all smartphones?

SCREEMO is a web app; therefore we work on most smartphones and most browsers, regardless of Operating System

11. Is there a need for a special integration to run the experience?

We are using a web-based technology that works across all platforms without the need for any integration or special hardware, but since the interactions are in real-time, the screens have to be IP connected (wired to the internet)

12. Which CMS and media players are compatible with SCREEMO technology?
Any CMS and player that support flash files can run SCREEMO interactive experiences. You can find a detailed list at www.screemo.com

13. Can I use SCREEMO if my software cannot run an SWF file?
In case your software doesn't support flash we can recommend software that supports flash or can run on a standalone screen with any computer

14. Can SCREEMO run as an HTML5 file?
SCREEMO is currently developing new html5 based screens; please sign up for a beta if you are interested to be the first one to receive them

15. How do I integrate SCREEMO interaction in my timeline?
After you configure your interaction, you download a SWF file that you add to your timeline

16. How do I choose an interaction?
Simply go to app.screemo.com, our SaaS platform, and just follow the instructions.

17. What kind of changes can I make to an interaction?
You can configure the following:
 - Call to action text
 - Rewards
 - Social login (Facebook, twitter or none)
 - Your logo
 - Desired URL
 - Desired outcome of the interaction

18. Why does SCREEMO require me to choose a URL?
In order to connect your customers' smartphones to your screen we need a unique URL. You can choose any URL you desire based on the format of XXXX.screemo.com. If you would be interested to run the interaction from your own URL – it is possible - please contact us for further details

19. What if I don't find an experience that suits me?
If you can't find what you are looking for, please contact us and we will be happy to find an experience for your needs