

22Miles Smart Retail Platform

HTML5 Solution—Digital Signage on the GO

Signs that carry to mobile

Smart Retail Platform Summary

- User-simplified solution for any digital deployment.
- Manage digital signage, video wall solutions, and Touch screen tablets, all content in one platform
- Same content can carry over to Mobile devices with unique editable integration options. (QR Code, Client Unique Texts, Email, NFC/RFID, Beacons, and WIFI)
- Content can piggyback to both advertising screen and mobile experience with no additional design interface work
- Track user by their mobile number; match with their rewards or frequent shopper profile contact information.
- Google Analytics tracking available, 22 Miles also has a proprietary supported analytics for proof of play and touch click and session components.
- Additional Features such as Google Pay, Double-click and other 3rd party API capabilities can be added to this Smart Retail platform experience.
- With the 22 Miles HTML5 solution you can take any digital signage solution on the GO to any device...

Key Advantages

- Mature, reliable DS platform deployed countless times globally with on-going development since 2007, over 500 versions.
- Turnkey software solutions provider, with full in-house professional services and support.
- Cloud-based and On-premises solution options
- Unmatched 3D Wayfinding for Kiosks and Mobile
- Total Template Design and Map Update Control with Publisher Pro Designer/CMS
- Complete Data Control of Stores, Offers, Promotions and Events

22 Miles Digital Signage and Wayfinding Solutions



Web/URL based open
API capable App
(no downloading
necessary)



iOS/Android native
mobile apps - fully
editable in-house
user customizations



Limitless design
user-friendly,
Drag & Drop CMS



HTML5
Tizen, LG WebOS
Brightsign, Chrome
and more



Full automation to
events, directories,
and other 3rd
party software



Cloud based
Just Port
80 and 443



Augmented Reality
is now a Reality



BLE/WIFI indoor
positioning for
automatic marketing



Security and
Authentication
Controls



"Favorites" location
savers - parking spots,
recent destination



Turn-by-turn text
and visual indoor
navigation capabilities



Intuitive proximity
based pop-ups
and messaging

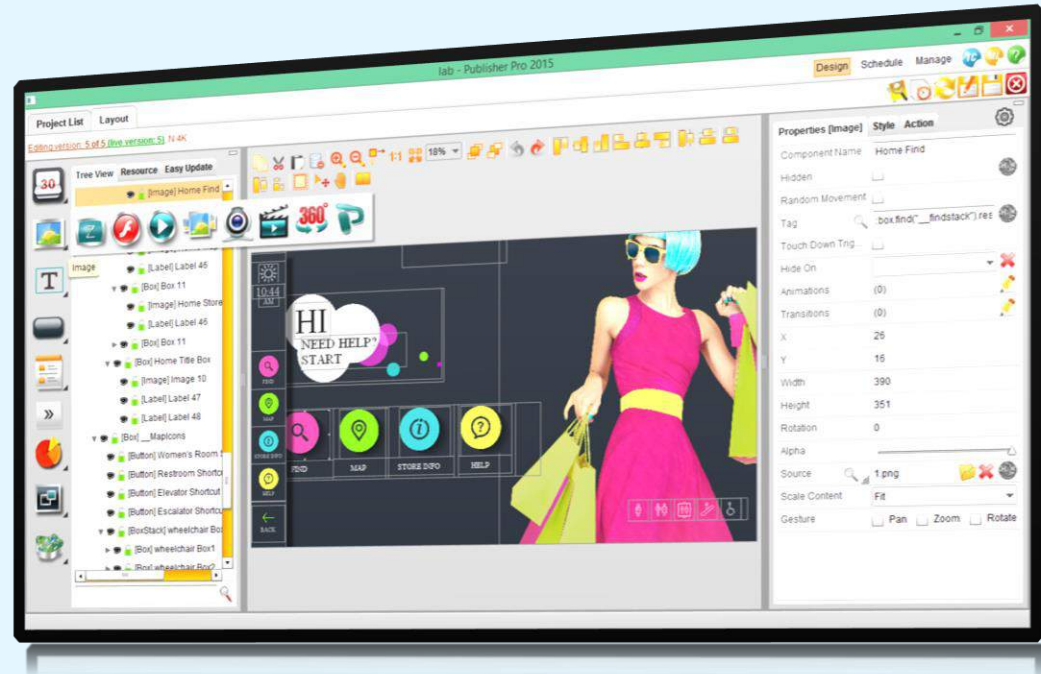


Shoppers today have a higher sense of urgency for quick purchases, access to promotions, and to have a more thoughtful shopping experience. 22 Miles platform facilitates the kind of experiential and intuitive shopping that drives bottom-line sales. The multimedia communications software seamlessly blends all digital media devices for an engaging visual and a dynamic, user-friendly interface. Our platform leverages kiosk to video walls and quick Web/HTML or SDK based mobile applications to engage shoppers and increase in-store revenue purchases. This will put the final touches on an immersive retail shopping experience, that will engage consumers across all verticals.

UI Template Control

High-end UI/UX Design

- Freeform Design with drag & drop widgets + media
- Create a unique User Experience based on your brand and app needs
- Incorporate Social Media, Selfie, store Info, Help-Call, Promos, and more



Chrome Mini Tablets

Low cost low energy devices to install on all aisles for consumer to find/browse for items and promos quickly.

The Solution can easily be integrated with any POS solutions, additional live data, promotional design and visually dynamic content.



Chrome Mini Tablets



Each digital passive screen, or each designed slide has a unique code for user to scan or text for more information.

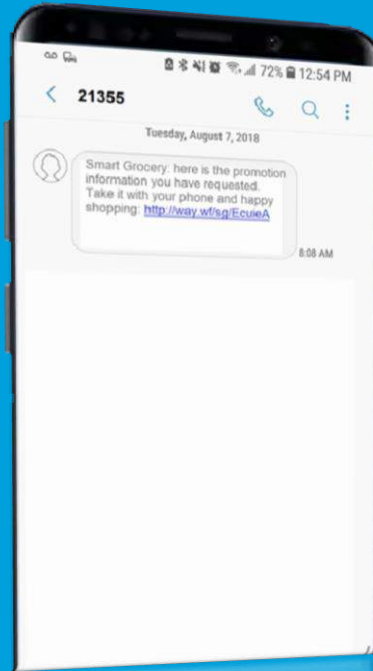
*The Solution can be placed on any traditional signage, any digital AD or promotional displays or video walls.

Carry to Mobile – Touch Lite Mobile

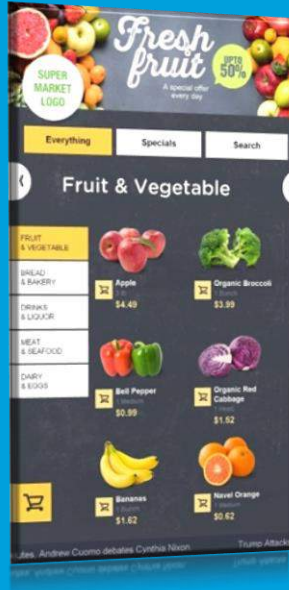
A simple text message carries a link to open same information on user's mobile phone.

The Link can trigger either a web based interactive slide, or additional content designed to get more touch points off the consumer.

Add another trigger point such as a "MORE" button to really get them excited to learn more, and once they do you can immerse them in an entire User Experience that is designed through our Publisher Pro with HTML5 design controls.



More to Carry



- By clicking on the More button, it leads user to a fully functional mobile experience
- Triggers-TouchPlus Mobile-includes all these features

AdLite Embedded+ to TouchLite Mobile

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Special Promotion
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

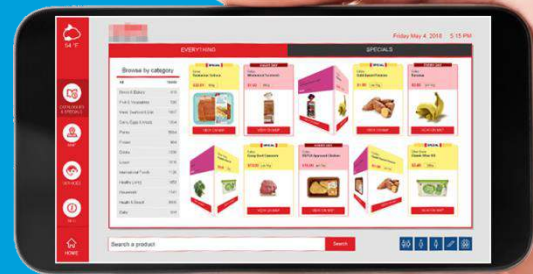
Mix & Match any 2



@5

Usual Price 6.90 each

Promo Valid from 28th May -30th Jun 16



TouchPlus Embedded and Mobile Include the All these Features

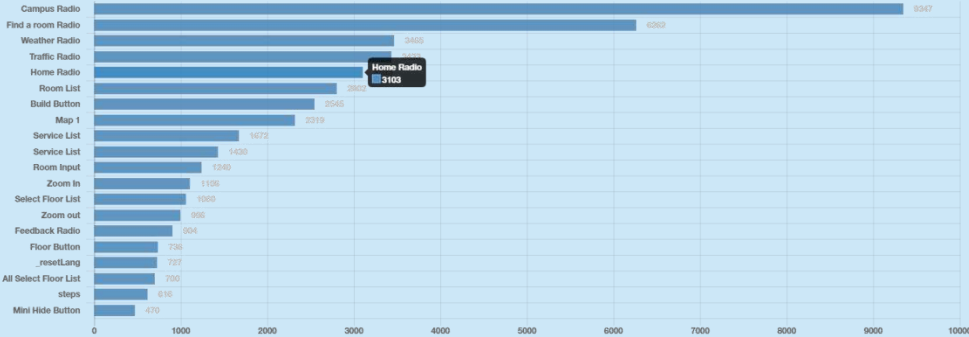
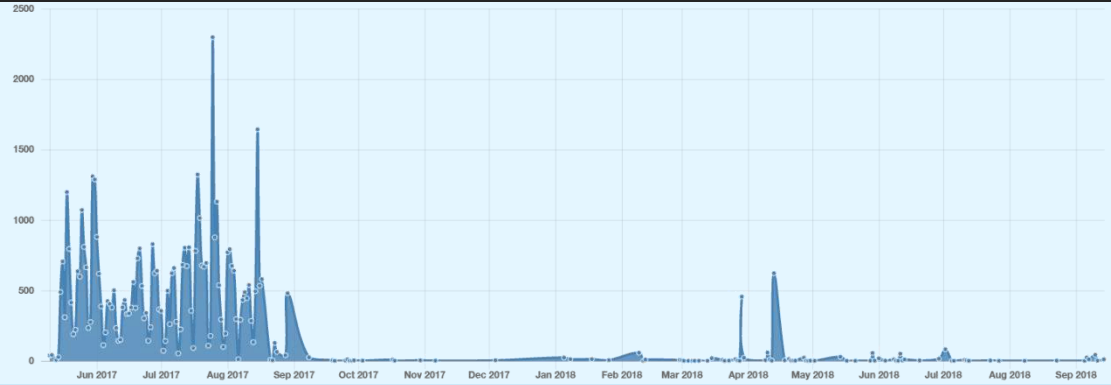
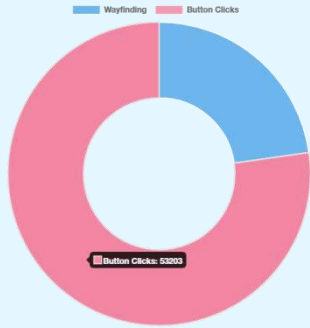
- Weather (with Custom Icons)
- Date/Time (with Custom Formats)
- News Tickers, RSS Tickers
- Static Images Dynamic Images(GIF)
- Web Page
- Zone (Rotating Banners and Slideshows)
- Animations and Transitions
- 1080P Videos
- Video Format: mpeg-4
- Single Source Event Feed
- Twitter and Social
- Exchange/Outlook Support (ics, Office365)
- XML, RSS, CSV Support
- JSON Feeds
- SOAP API
- Free-style List Widget
- Event List
- Directory List
- Flight Status
- Timer and Countdown
- Dynamic QR Code
- Conference Room Booking
- Multi-touch Gestures
- Conference Room Booking
- Feedback/Survey
- Client-editable Google Map
- Staff Login to Retrieve More Content / Map
- Directory Search
- Donor & Alumni List
- Event Search
- Flight Search & Check-in
- Custom Interactive Website
- Multi-language (Left-to-Right, Right-to-Left)



Google Analytics



Unique Analytics + Google Analytics



- Format stores to make cross shopping easier
- Understand Shopper Intent
- Promote an Easier Shopping Experience
- Increase Customer Satisfaction
- Increase Likelihood for repeat visits

One-Stop Features for All

BASKET BUILDING



- Contextual recommendations
- Portal content personalization
- Social curation
- Customer analytics

LOCATION-BASED SERVICES



- Personalized in-store offers
- Real-time digital coupons
- Flash sales/markdown advertisements

VALUE-ADDED SERVICES



- Single click, subscription reordering
- Mobile wallet-passbook integration
- Crowd sourced product development/ assortment



22Miles Unique Retail Features and Applications:



Smart Pathway (Automatic Destination Routing)

Intelligent built-in wayfinding algorithm that drives consumers through different generated routes to promote consumer shopping.



Smart Search

Built-in interactive and dynamic keyboard for easy product item searching.



Dynamic Map Pop Ups

Pop-up descriptions and images, product promotions, spotlight events, and listed information.



Full Analytics (ROI)

Track your user engagement for any button clicks, sessions, impressions, AD cut times, daily transactions and more



Mobile Smart Retail Solution

HTML5 based interactive mobile experience generating digital engagement which extends smart retail information from kiosks, AD screens or even printed signs.



Point of Sale integrations

Auto-Sync any POS solution to a digital menus or interactive application.



Improve Queue Management

Reduce perceived wait times with entertaining imagery, AD suggestions and integrated social media.



Beacons, WIFI, RFID/NFC

Support for proximity based promotional based content real-time.



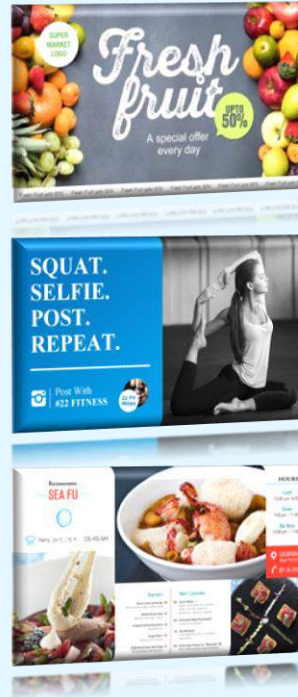
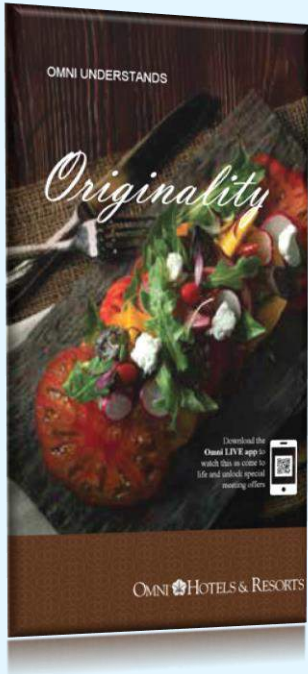


“A Nielsen survey conducted on 1000 shoppers sample showed that 68% of respondents said in-store messages would sway their purchasing decisions and 77% said it was a useful way to learn about products.”

Did you know customers overwhelming still convert sales in the physical store and drawing in elements of the online experience creates through the 22Miles software an omni-channel mix that’s increasing sales and customer fulfillment.



Limitless Design



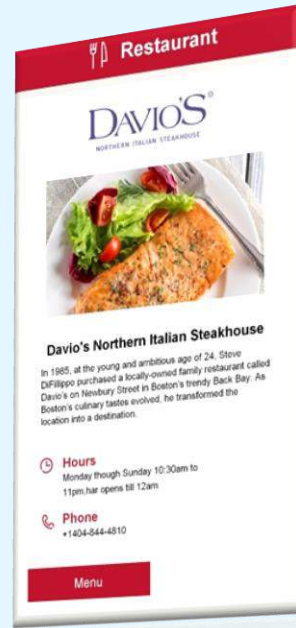
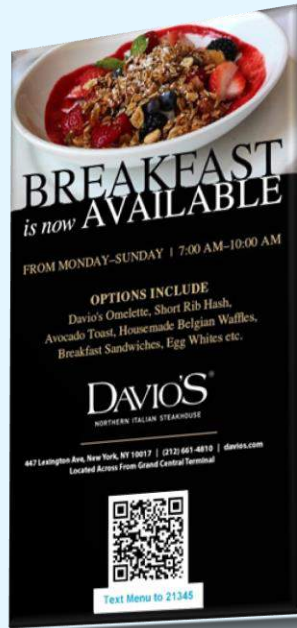
Stunning Visual Presentation

Drag and Drop, User-friendly
Features with Flexible Control to
any digital device. From Kiosk to
Mobile total solution.

Limitless Design

Stunning Visual Presentation

Free Design for any Retail, QSR, &
Fast Casual Design Experience,



TouchPlus



Powerful Visual UI/ UX Design

Eye-Appealing Promotional Easy to Update user Experience



THANK YOU

For more information please contact us at

sales@22miles.com