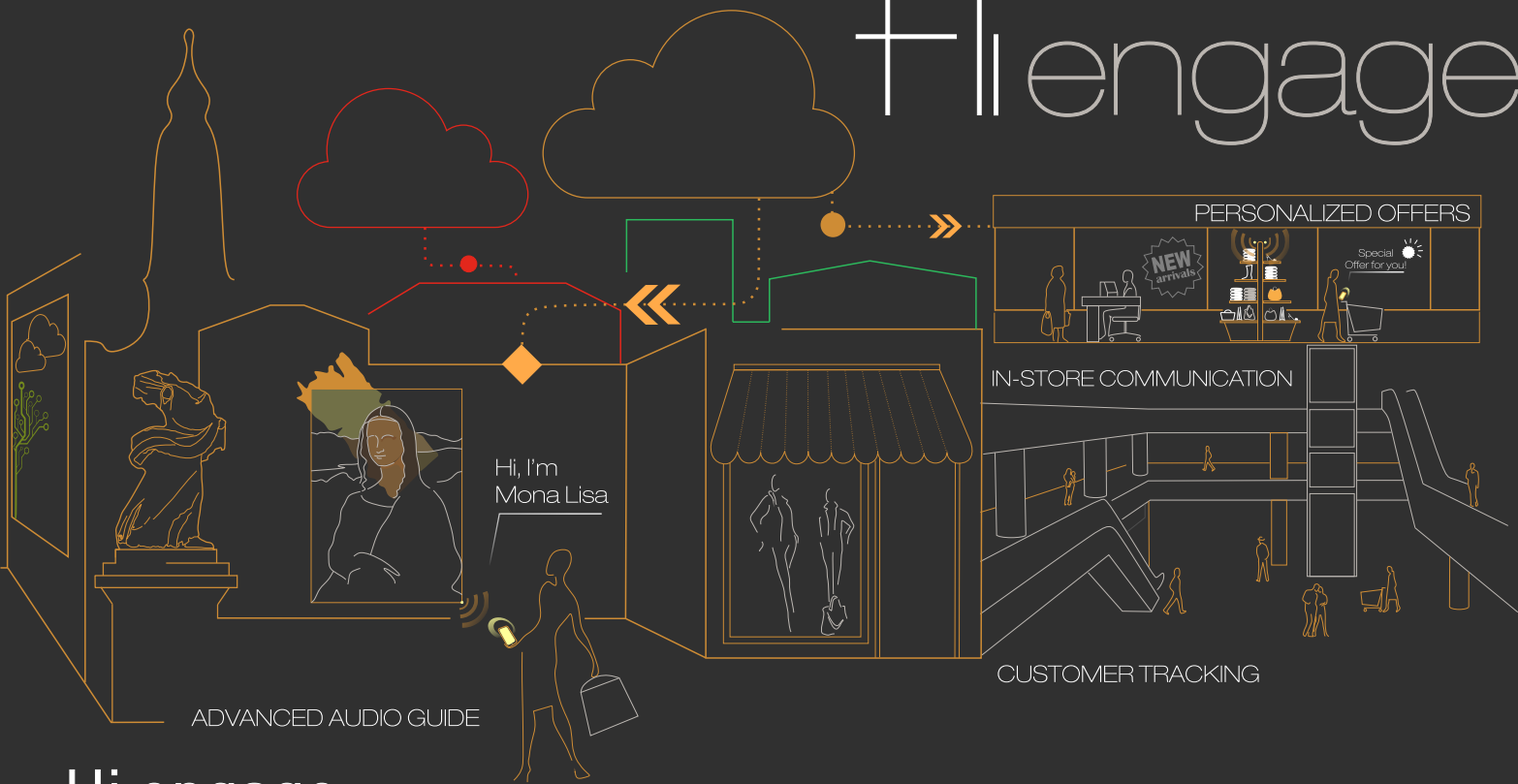


# Hi engage



## Hi engage

An extremely powerful tool in the hands of Brand, Marketing and Business Development managers to improve mobile digital communication, boost store foot traffic, increase median basket size.

Hi engage is Reply commercial Contextual Marketing solution. It enables brands to open a new, digital and personal channel of communication with their customers. Hi engage accompanies the customer in its purchasing journey from first advertising stimulus to the in-store experience.

Hi engage allows the delivery of context and proximity based content to smartphones and tablets. The solution uses proprietary and standard technology together for maximum efficiency and compatibility. It embeds imperceptible audio codes into broadcast content (TV, Radio, Web) and uses dual technology beacons (Ultrasound and Bluetooth Low Energy) to understand the context or identify a selected area with sub-meter precision.

Through its Content Management System Hi engage can deliver targeted messages to individuals or groups of people using a sophisticated rules engine to avoid spam and intrusive messaging. Only the right information, in the right place at the right time.

In addition to the retail and mass distribution sectors, the solution finds applications as info-guide and lead generation at corporate events, shows, museums, art galleries and in many other digital business-to-consumer communication opportunities.



Second Screen Engagement

While watching a TV show or listening to your favorite radio program, you can fire up the branded application and receive dedicated content onto your mobile.



Event Proximity Engagement

Participating to an event, visiting a museum or an exhibition, the items on display can communicate with you, via your smartphone and tablet. A truly innovative experience.



In-store Proximity Engagement

Proximity is changing the traditional brick and mortar store. Upon entering you may receive a welcome on your device, location-specific discounts, recommendations and rewards specific to you.

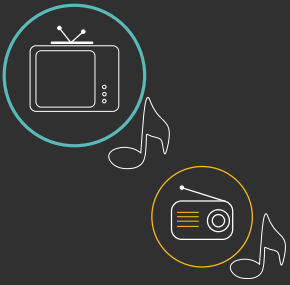


Engaging Stories

Innovative digital engagement that will revolutionize Peer-to-Peer apps communication. Its applications range from Educations to Advertising, from e-Maintenance to Sales Force Automation.

# Solution

## Second Screen Engagement

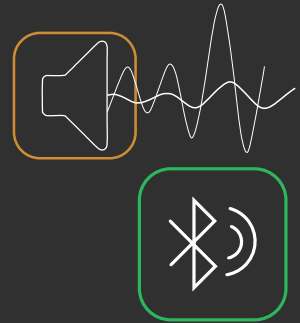


Second screen applications could be useful to understand the context but are vital to improve the customers engagement and reach them with personalized, relevant messages. Compared to the traditional advertising, we are able to incentivize engagement, involve the viewer in polls or gamify the experience, therefore increase the effectiveness of a campaign. In addition, the results of such campaigns can be accurately measured. It is like opening a direct communication channel between brand and consumer at the moment it matters the most. Tagging the content with our special audio codes, makes it unique and recognizable by the mobile application that has been integrated with our SDK. The identity of the user contained in the app is matched with the received code and, instantly, the system knows who is watching what. What happens next is up to the creative imagination of the Brand Manager supported by our enterprise class Content Management System.

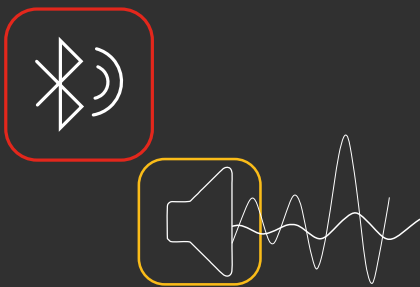
Every event, show, exhibition, single monument could become an engaging, unique and personalized experience. Get close to the new model car at a motor show and you will immediately receive on your smartphone related content in a variety of media formats, text, audio or video.

This is possible thanks the installation, in the proximity of the point of interest, of our special beacons capable of transmitting unique codes the smartphones can detect and decode when an app containing our SDK is installed. It is not necessary to have the app running to be alerted that additional content is available if we wish to receive it. A standard notification message will appear on the display when in range of one of our beacons. Our rules engine limits the amount of notifications and information received to eliminate spam and intrusiveness.

## Event Proximity Engagement



## In-store proximity engagement



Consumers are more informed and use multiple digital purchasing tools, it is essential to accompany them in their buying experience. Typically a large store acknowledges a valued customer at the checkout. Thanks to our platform, it is possible to engage the customer at the point of sale, provide additional information or promotions, at the moment of the purchase decision. Through the simple installation of our beacons, it is possible to deliver personalized virtual coupons, reward behavior with loyalty points or track customer with extreme accuracy. Hi engage CMS offers the opportunity to modify the contents of promotional messages in real time. Our rules engine allows to create clusters of customers with similar profile or purchasing behavior therefore aiming to personalized communication. Measurable results can validate the effectiveness of a certain promotion activity and allow to adjust it.

The new digital landscape of Education is influencing and challenging conventional delivery modes. Engaging Stories is an innovative digital engagement. Its applications range from Educations to Advertising, from e-Maintenance to Sales Force Automation. The interaction happens between the device of the "speaker" (Master) and the devices of those who "listen" (Slaves). For every content on the master device one or more events correspond on the slave device/s (sounds, animations, messages etc). The story, the lecture, comes to life and becomes an interactive and memorable experience. It's possible to have two people or an entire class experience the magic of multi-device content. The technology is available for iOS, Android and Windows.

## Engaging Stories

The solution consists of these components: Hi engage Audio Codes, BLE Beacons, Mobile SDK and Mobile Backend.

Inaudible Audio Codes are used to identify specific physical areas, sections of a broadcast program, items on a shelf. The use of audio together with radio frequency signals (Bluetooth for example) offers specific benefits: audio can be easily tuned to control the area in which signals can be received, it can be as wide as a football stadium or an outdoor music concert or as narrow as the inside of a shop, your living room or even a few inches of a shelf; audio does not require the deployment of antennas, it can be transmitted over a variety of means such as radio and TV Broadcasts, Public Address Systems, Digital Signage and, of course, our custom designed emitters. **Audio Codes**

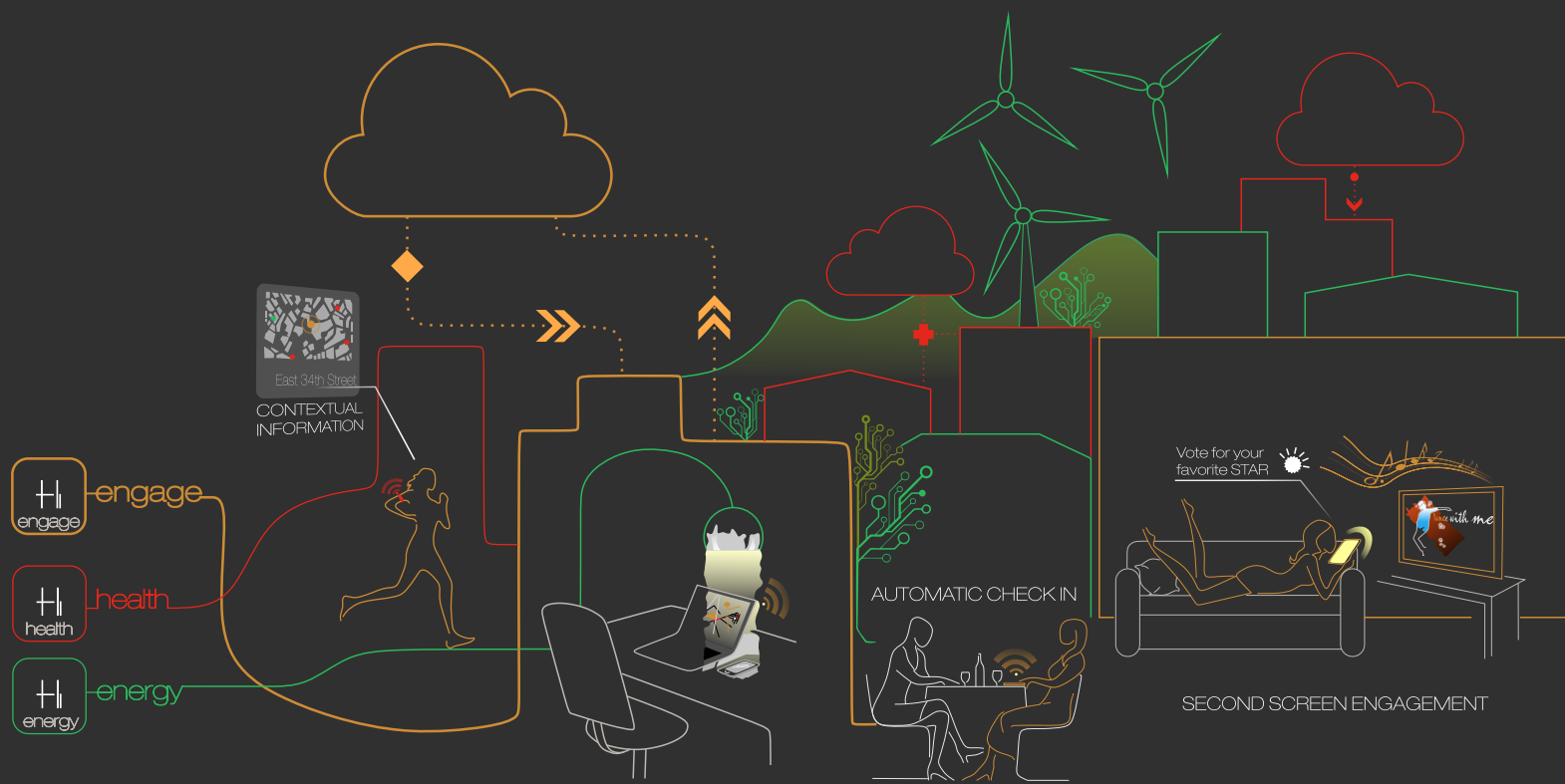
**Beacon BLE** Engage Reply Bluetooth Beacons (iBeacons compatible) are small, battery powered, devices that can be used for localization. The beacons work on Bluetooth Low Energy (BLE), also known as Bluetooth Smart. Engage Beacons can notify an application of their presence, in this way trigger location based behavior on a compatible device. Hi engage SDK will provide a trigger and a local notification on the device when entering or exiting an Hi engage beacons' region. This functionality complements the proximity detection allowing local notification even when the app is not running. Engage Reply holds an Apple iBeacon License.

The companion mobile SDK (available for iOS, Android and Windows Phone) is an integral part of the solution. It contains the proprietary algorithms to decode the audio and BT signals and the framework of the communication. The solution does not require a dedicated app but the SDK can be integrated into any existing application. The SDK holds the users' own info as well as the mobile rules engine that enables the reception of personalized messages, instructions on how to use the service and any other valuable information to enjoy the experience. The SDK can be fully customized for specific clients needs: rules of notification, precision of location tracking, online and offline mode of operation, integration with social networks and many other functionalities. **Mobile SDK**

**Mobile Backend** The Mobile Backend, available in cloud and/or on customer premises, is the core of the contextual information solution. It consist of different engine modules: location management, content management, content delivery, analytics data collection, rules engine, user registration and authentication, cluster management, social authentication, push and email notification, Apple passbook generator. The backend is responsible for matching the identity of the user with the context id, generate and deliver the personalized messages. All the modules expose REST API to be easily integrated with legacy systems. A pro-user dashboard completes the services.

The contextual marketing platform





## References

**i-Kandinsky** is the solution developed for Giunti Arte in collaboration with Fondazione Palazzo Blu in Pisa, to experience the Kandinsky exhibition in an innovative way using a smartphone. Approaching one of the selected artworks, the smartphone will automatically display the image and its description. In addition to that, it is also possible to listen to the audio commentary of the artwork.

**Lancia InteracTV** solution, downloadable from App Store and Google Play, combines digital product placement - a way to integrate a product into an existing video - with the interactive methods offered by new technologies, revolutionising both the concept of watching the TV and that of brand communication. Simply launch the app while watching the show and let it do the rest. Your smartphone will pick up a hidden code that cannot be heard. A message enhanced with customised content will appear on the display.

**Industrial Village** is the solution developed by Engage Reply for CNH Industrial Village. Thanks to a mobile application and its proprietary hardware (beacons) Engage Reply has enabled the innovative fruition of informative content (Pictures, Audio, Video and Text) specifically designed for the Museum. Engage Reply has provided the ideation, the design, the original graphics, the hardware, the software and the installation in an end to end solution.

### Reply

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services. [www.reply.eu](http://www.reply.eu)

For further information please visit [www.reply.eu/loT](http://www.reply.eu/loT)

proximity marketing   multi-channel shopping  
 digital couponing   loyalty points   presence detect  
 self scanning   conference screen sync

**engage**