

CONVENTION CENTERS AND
VENUES



Harnessing WiFi networks for business growth through connected venues

Kloudspot's offers tremendous opportunity to drastically enhance the event experience for event organizers, event managers, brands and attendees



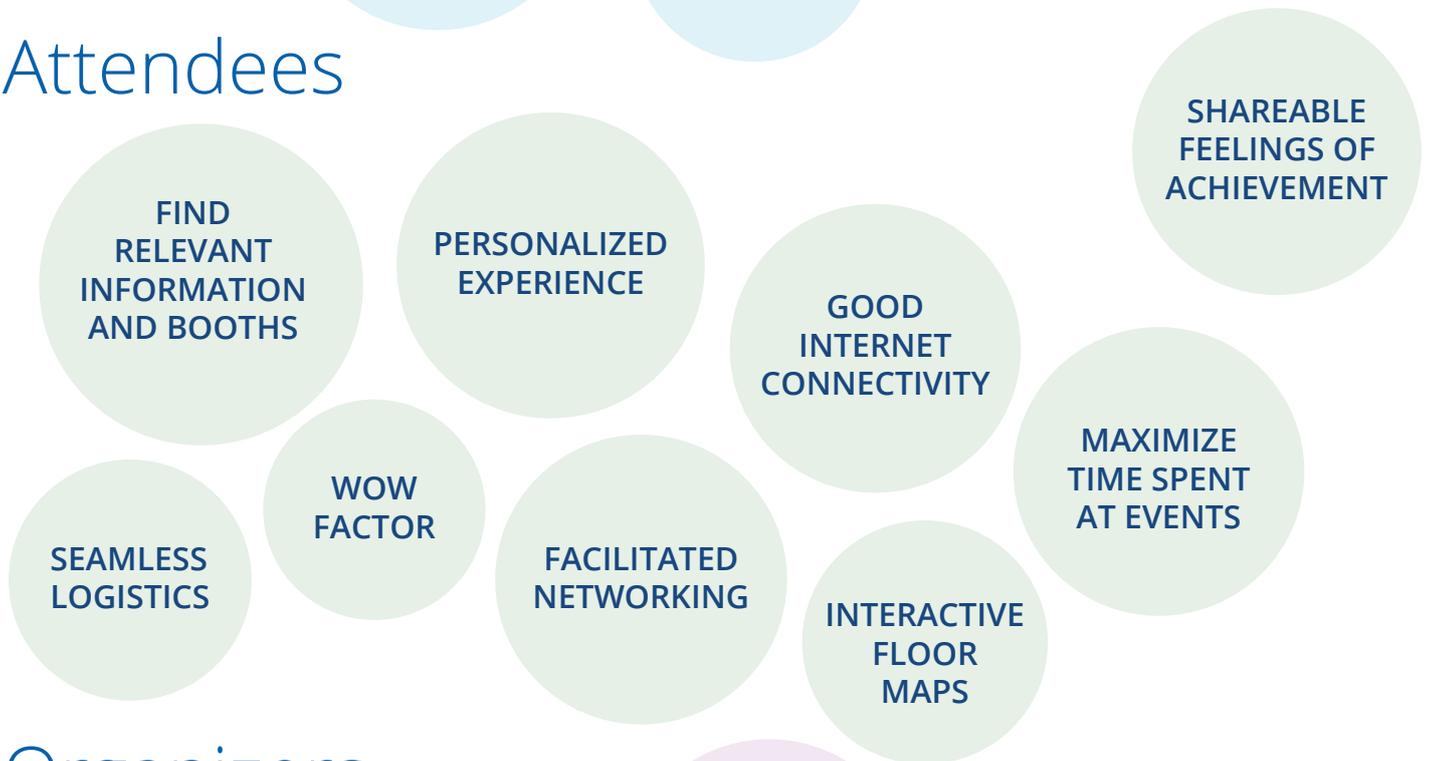
www.kloudspot.com

Expectations From Events

Exhibitors



Attendees



Organizers





Kloudspot provides better business value using exhibitor and attendee analytics

Identification and classification of the attendees and in premise behavior can go a long way in enhancing the event experience for both the exhibitors and the attendees and providing meaningful, memorable experiences and interactions

Kloudspot helps you do just that

ENTRY NOTIFICATION

Customer: John Mc.Cain
Value: High
Repeat Visits: 7
Tags: Production Manager, Electronics, ACME Manufacturing Pte. Ltd.



Event Owners

- Automatic attendee identification and classification over WiFi
- Recognize repeat visitors
- Real-time path traversals & location dwell times
- Rewind and replay event data for analysis
- Improve CRM data to serve better experiences
- Integrated dynamic digital signage systems and crowd redirection
- Customer social data profiling
- Integration with Guest Portal
- Data lakes and deep analytics

Exhibitor

- Exhibit / booth visitor classification and dwell time reports
- Exhibit visit footfall and crowd movement
- Facility to invite specific visitors to booths or meetings
- Browsing habits report while around exhibitor location
- Customized reports on crowd movement
- Advertising options on digital signage based on real time crowd or event data
- Guest portal integration

Attendee

- High speed WiFi access
- Access realtime floor maps for directions around the premises
- In premise/ off premise location based access to exhibitor marketese through guest portal* or integration with existing event apps*

Engage visitors through the journey over WiFi, SMS, digital dignages & social media



10:34 AM
ENTRY NOTIFICATION
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✉️ [in](#) [t](#) [f](#)

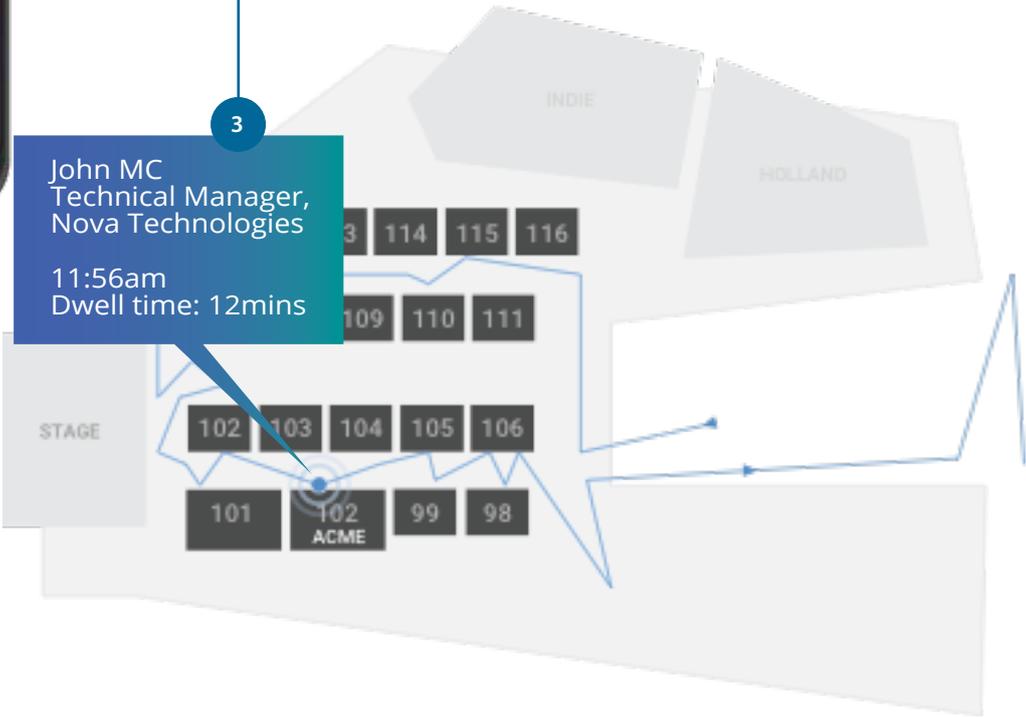
✉️ 11:15 AM

Hi John, ACME invites you to visit their stall 102

3

John MC
Technical Manager,
Nova Technologies

11:56am
Dwell time: 12mins



Dynamic Digital Signages

Dynamic, realtime signage control using sensors, situation awareness and software defined wireless. Our Plug and Play advertising systems can convert any digital display into a cloud managed signage system. Manage global signages from a single location. Achieve efficiency in operations.

Multi Format, Multi Source Interface Design Tool

Businesses can easily create custom interfaces using the Kloudspot Admin interfaces. Integrate content from third party sources such as weather, stock information, news, music and video content.

Incorporate ad campaigns into the content, using rules engine and scheduler.

Integration With Emergency Services

Situation awareness is taken to the next level with Kloudspot's signage solutions. Kloudspot platform enables integration of emergency notifications and signage information on standby which can be triggered to be shown on all the displays in times of emergency. The display change to emergency notification can be automated through the rules engine by integrating it with the alarm system if required.



Reporting and Dashboards

Business intelligence from customer path traversals and dwell times can be used by the enterprise to plan car display highlights, layouts and seasonal layout re-arrangements.

Kloudspot retrieves profile data of visitors from popular social networks such as Facebook, Twitter, LinkedIn allowing sales personnel to get a snapshot of return visitors' social behaviour and gain insights to help make better recommendations and for business

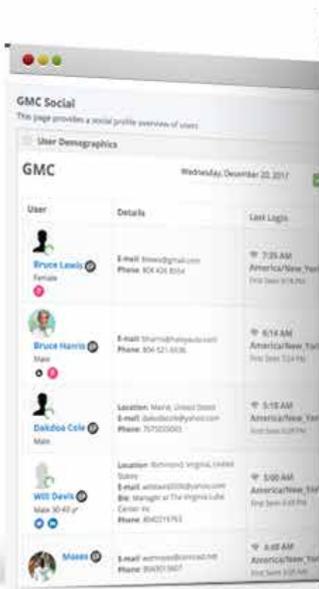


Fig: Social network Probes

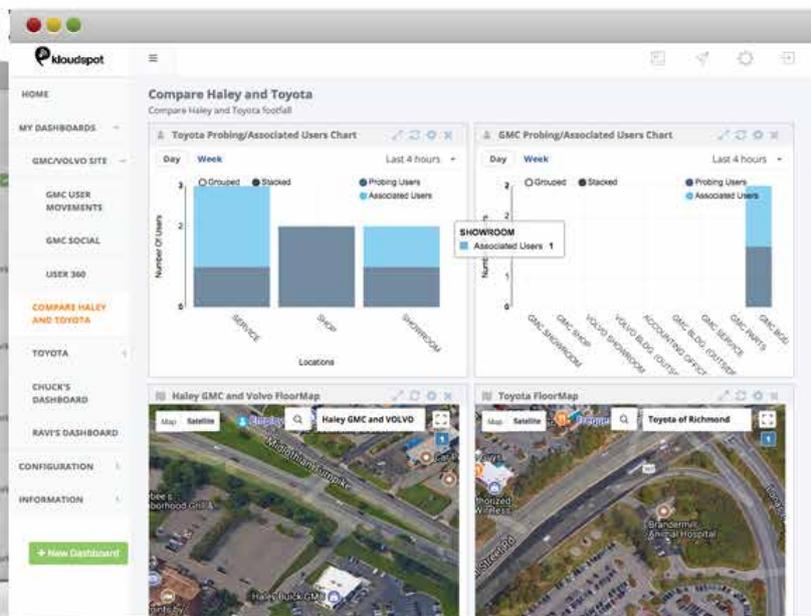


Fig: Visitor Analytics by Locations



Fig: Dwell Times

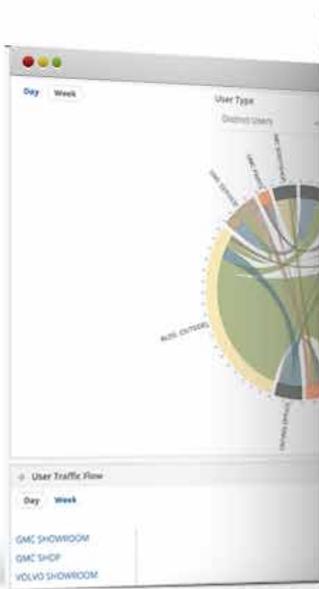


Fig: Visitor movement within premise

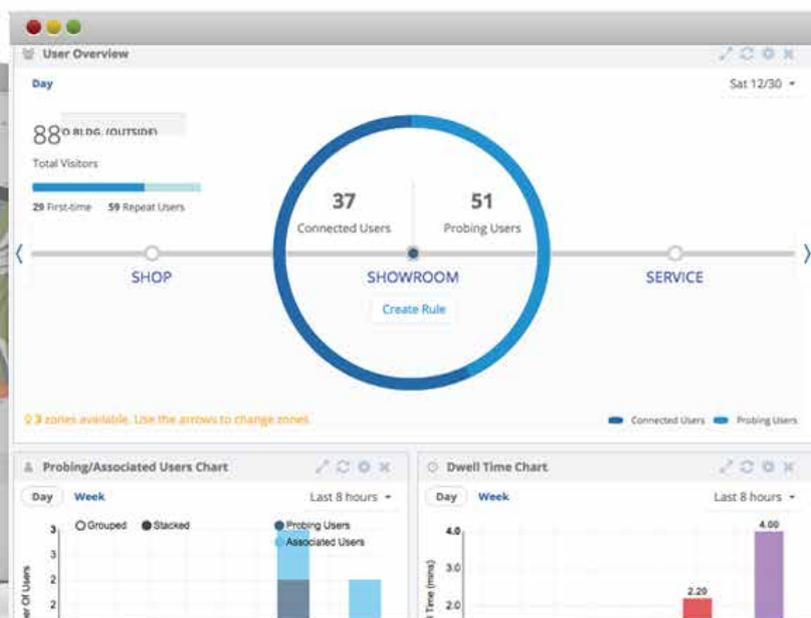


Fig: Customer Frequency by date/ time



Fig: Visitor Movement report

and many more dashboards. Easily define and generate your own reports using declarative JSONS. Generate reports in real time and also automatically sent to email as PDF/ CSVs.

All powered by Kloudspot's high density wireless networking

Kloudspot's high performance WiFi for demanding environments is designed for optimized performance via the cloud. With live, remote monitoring and troubleshooting tools, Kloudspot enables administrators to deploy wireless networking that meets mission-critical standards and can deliver the performance needed to provide high-quality, reliable wireless services.



About Kloudspot

Kloudspot helps businesses in digital transformation by creating Intelligence Systems and Engagement Systems over cloud managed WiFi and sensor networks by enhancing the following

CUSTOMER UNDERSTANDING

Take advantage of your investment in WiFi systems to gain an in-depth understanding of your customers and their expectations.

TOPLINE GROWTH

Empower brands and service providers to capitalize on providing messages, videos, in-app advertisements, ecommerce, streaming over multiple screens and signages and other contextual content during different elements of the event experience.

CUSTOMER ENGAGEMENT

Enhance customer service right from the time of entering the venues through guided maps around the premises. Provide exhibitors and event owners with valuable data and insights and actionable reports. Digital initiatives such as automatic detection of repeat visitors, instant messaging through social networks/ SMS and digital signages.

WORKER ENABLEMENT

Crowd movement and traversal insights can be used to redirect traffic to improve event outcomes for exhibitors and crowd control, verified details of attendees along with available social profiles who can be retargetted for sales.

HEAD QUARTERS

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