kloudspot

makes the right connections.

Connected Venues and Event Spaces

As an event organizer, you love your audience.

Kloudspot Situational Awareness Platform gives you the ability to understand your visitors and engage with them before, during and after your event.

Harness the power of IoT and sensor analytics over Wi-Fi to make data driven decisions and improve event ROI for your exhibitors, attendees and ultimately you.

Venue managers can also implement the Kloudspot platform at their location and generate additional revenue by offering the platform services to all event organizers using their venue.

Gain better business value though situational analysis, analytics and action.

Identification, classification and analysis of on-premise behaviour of attendees enhances the event experience for both exhibitors and attendees.

The insights gained can be harnessed to provide meaningful, memorable experiences and interactions.

A summary of benefits to key stakeholders:

Event Organizer	Exhibitor	Attendee
Automatic attendee identification and classification over Wi-Fi	Identification and dwell time reports of visitors to stand/ booth.	Access realtime floor maps for directions to on-premise facilities
Recognize repeat visitors to event, zones, stands	Event footfall and crowd movement	On premise, off premise location-based access to exhibitor marketing through guest portal or integration with existing event apps if available
Real-time path traversals & location dwell times	Browsing habits report around exhibitor location	
Utilize CRM data to serve better experiences	Facility to invite specific visitors to booths or meetings	Know what visitors with matching profiles are doing at the event to stay updated
Integrated crowd re-direction using dynamic digital signage	Customized reports on crowd movement	High speed WiFi access
Visitor social data profiling	Harness programmatic advertising options on guest portal and on digital signage based on real time crowd or event data	
Replay historical event data for trend analysis		
Data lakes and deep analytics		
Wi-Fi Guest Portal		

Kloudspot provides real-time location analytics and visitor trends

During an ongoing event, Kloudspot converts visitor movements and activities in the physical space into digital data providing your businesses real-time location and situation aware analytics.

Event organizers and exhibitors can harness these insights to design meaningful engagements in real-time and thereby improve the event performance.

Data collected over Wi-Fi network

Footfall in various zones in premise

Dwell time of visitors in zones

Movement of visitors on premise

Repeat visitor identification

Observe behaviour trends by visitor profiles / location

Attendance at micro-events and impact analysis

Track crowding of service areas and wait times

Captive guest Wi-Fi and Infotainment portal

Improve event capture rate and attendee engagement

Data collected over the Wi-Fi network is converted into actionable insights that enable organizers and exhibitors to make data driven decisions in real-time, instead of usual end-of-day footfall and performance reports.

The Kloudspot platform enables organizers and exhibitors to classify attendees by visit time and location profiles that enable behavioural predictions.

Ability to predict actions enables organizers and exhibitors to design and automate engagements with attendees, improving footfall and capture rates for better ROI.
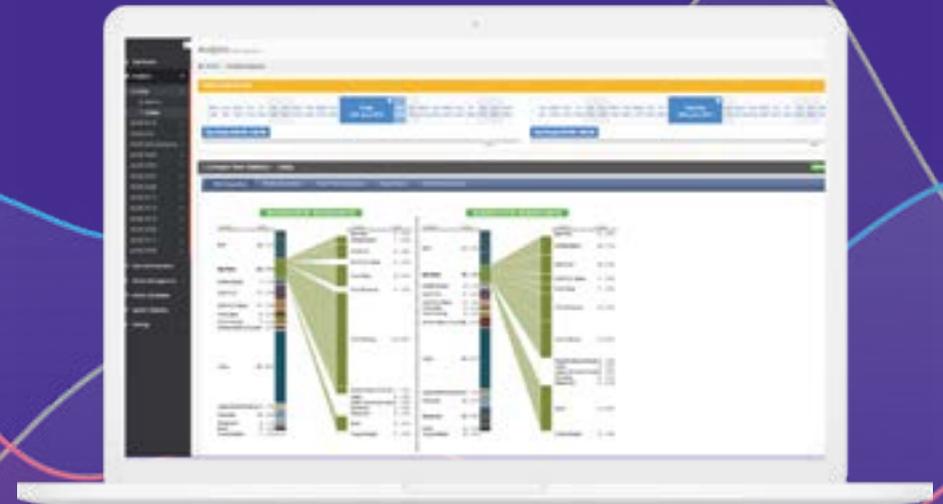
Captive Wi-Fi with social login

Captive Wi-Fi not only provides secure internet access but also connects visitors to your brand. Captive Wi-Fi is the first point of contact between your service promise and your visitors.

The Kloudspot platform
- Enables easy, secure login to Wi-Fi
- Ensures good connectivity
- Supports Social Login
- Automatically logs in on repeat visits

Engage visitors with Infotainment and eCommerce

The Kloudspot platform can enable an infotainment solution over Wi-Fi for continued engagement throughout the event. Visitors can easily connect to the Wi-Fi infotainment portal by using their mobile, tablet or laptop.

Event venue owners can also offer the captive Wi-Fi and infotainment Content Management System (CMS) as a permanent service for all events happening at the venue providing them additional revenue opportunities.
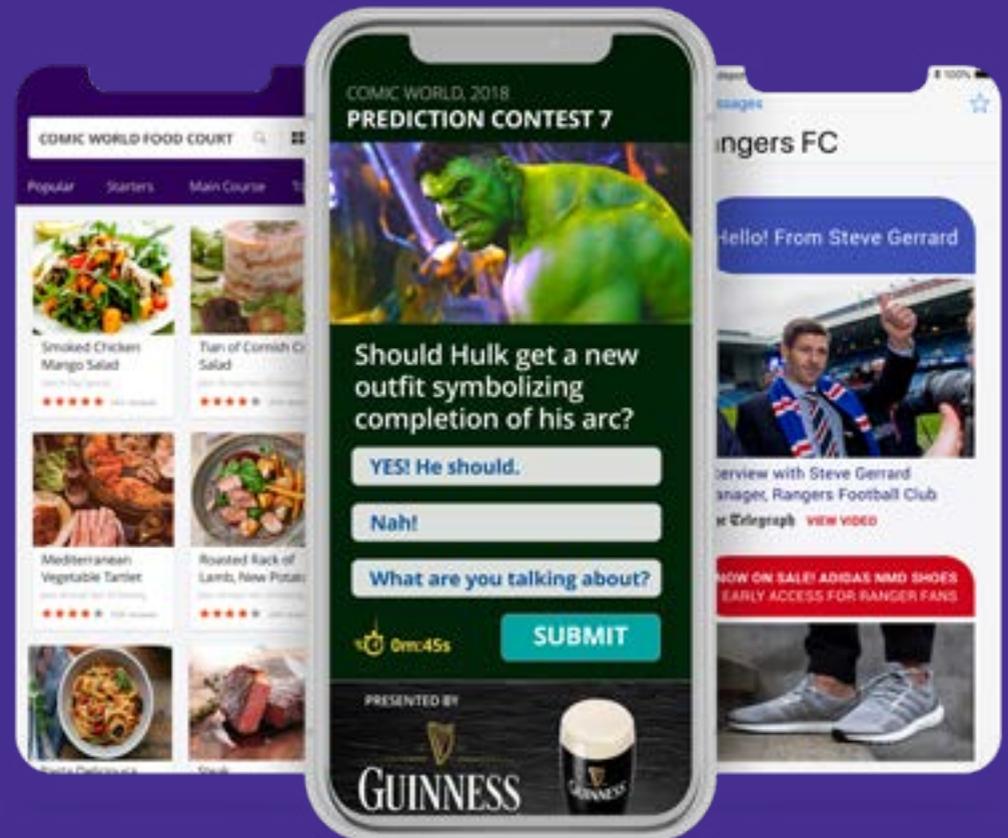
Kloudspot Situational Intelligence and Engagement Platform

Kloudspot harnesses software defined networking (SDN), artificial intelligence, machine learning to enable programmability and automation resulting in better attendee/visitor experience and improved event ROI.

THE KLOUDSPOT PLATFORM

APIs   APIs

Analytics Engine

| Contextualization | Machine Learning | Behavior Models |
| Policies and Rules | Reasoning | Situational Awareness |

Events

Logs

Alarms

REST APIs

Kafka APIs

UI

SQL

Data Bus
Real-time Data Pipe

| Ingest & Enrich | Stream Processing | Curation |
| Multi data Correlation | View Generation | Auditing |

| Physical Models | Logical Models | Conceptual Models |

APIs   3rd Party Services Integration   APIs

Kloudspot works on all popular public, private hybrid networks

cisco   Ruckus WIRELESS   aruba a Hewlett Packard Enterprise company   XIRRUS WI-FI NETWORKS   cisco Meraki   Extreme networks

Kloudspot's Reporting and Insights Dashboards

Fig: Social networkProbes   Fig: crowd distribution on floor map   Fig: Dwell Times

Fig: Visitor movement withinpremise   Fig: Customer Frequency by date/ time   Fig: Visitor Movement report
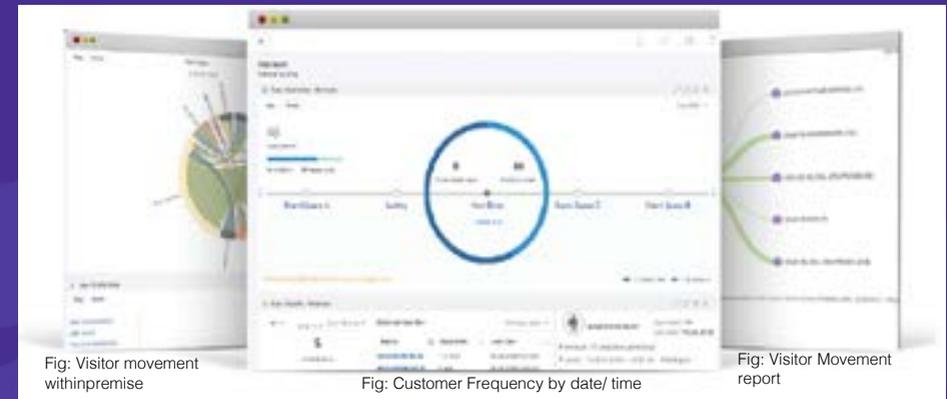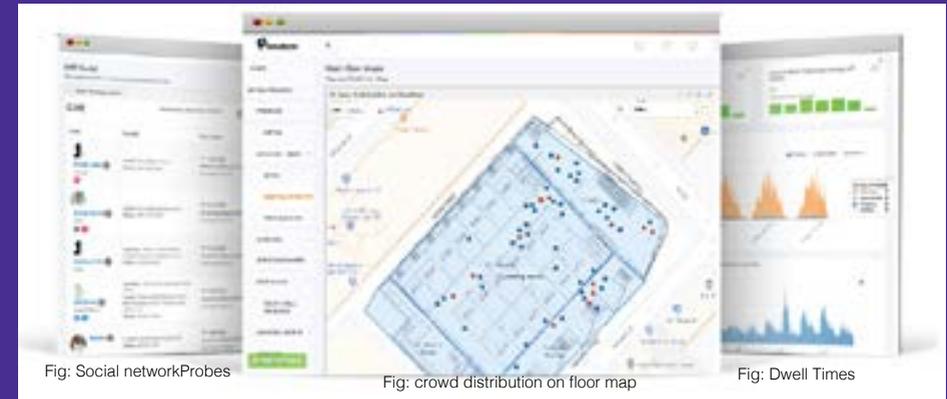
Easily define and generate your own reports using standard scripting language (JSONs). Generate reports in real time and also automatically sent to email as PDF/ CSVs.

Use Guest Portal login data and CRM integration to engage with offline visitors and repeat visitors
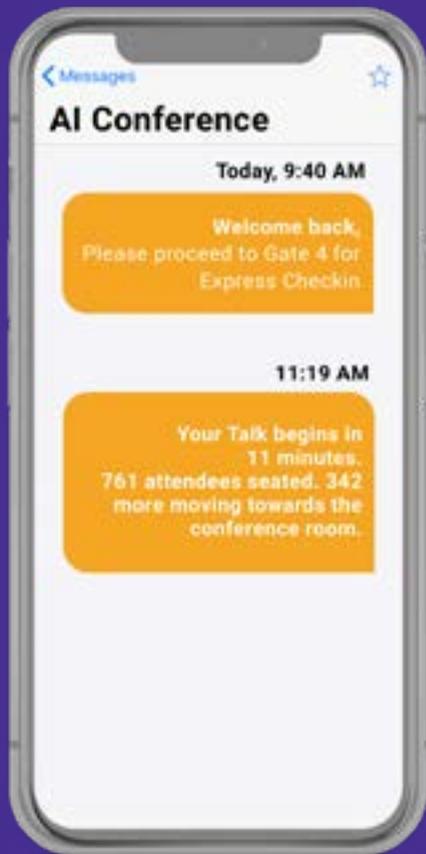
Kloudspot enables the design of meaningful messaging and the ability to stay connected with visitors during and after the event using SMS and social network integration.

Kloudspot provides for data privacy

From registration forms to post-event surveys, there is an excess of tools that data processors use to run events. Kloudspot can help event organizers in understanding what event data is Privacy compliant (GDPR, PII). Kloudspot helps event professionals build secure client touchpoints at each stage of the event.

Cloud managed digital signage solution

Captivate your audience with powerfully innovative signage systems designed to engage! Use IoT and data mashups for your display campaigns to generate quantifiable ROI.

Salient Features:

Manage Remotely

Multimedia Support

Social Integration

ERP, CRM Integration

Indoor & Outdoor

Screen Zoning

Sensor Support

Programmatic Scheduler

4K Video Support

Layout Designer
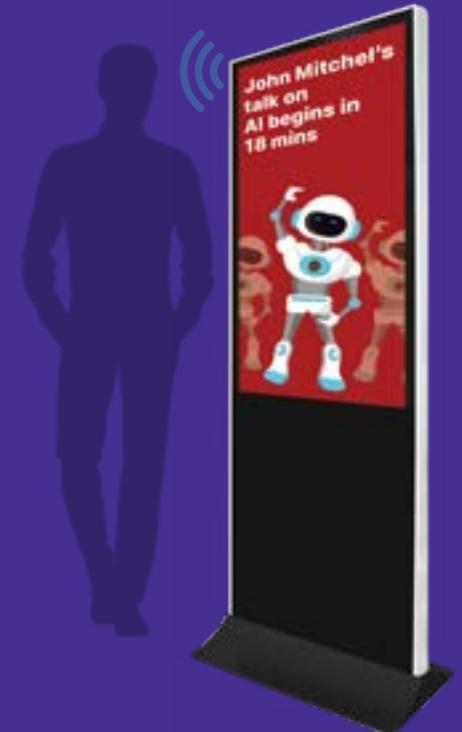
Make your digital signage displays respond to physical events. Switch from scheduled media to reactive or on-demand experiences using sensors.

All aspects of your display usage are recorded and data can be exported.

About Kloudspot

Founded in 2016, the Kloudspot Situational Awareness and Intelligence platform uses data collected from Bluetooth, Wi-Fi, environmental sensors and connected cameras, married with AI, to convert physical actions and movements of people and devices into digitally treatable data. Organizations can then leverage actionable insights to deliver compelling digital engagements to enhance a variety of experiences for their constituents across health and safety, lifestyle, and workspace and education.

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