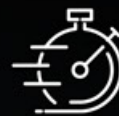


proximoos

Smart Shopping with **Ultrasounds**

Proximoos is a marketing solution based on ultrasounds as a contactless communication technology. It allows brands and retailers to engage any customers over his entire consumption path; from the digital point of contact to their physical presence instore.

Available on



FASTER



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How to use **proximoos** for smart shopping?

- 1- Launch the app and activate the microphone.
- 2- The ultrasound is automatically detected and recognized.
- 3- The corresponding offer is activated.
- 4- Show your position on the map and search for your products.

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About **presence detection** and **geofencing**...

- Each unique ultrasound enables creating an engagement area instore and in front of advertisement displays.
- The precision can go from simple instore presence detection to geofencing up to a 30 cm precision.
- The ultrasounds can be broadcasted by the existing broadcasting system, by standard speakers or by tailor-made ultrasonic beacons.

