



CONNECTINGS MOBILE CONTACTLESS SOLUTION

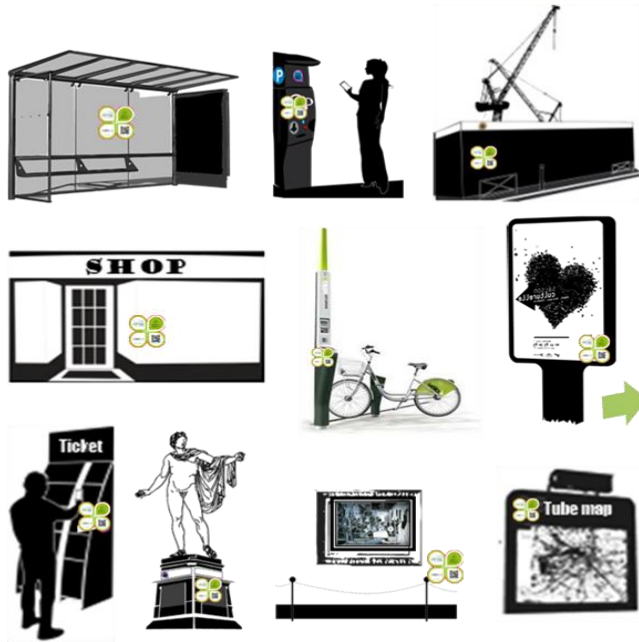
Paris, London, Madrid





BRIDGING THE PHYSICAL AND VIRTUAL WORLDS

From street furniture...



...to digital services.



THE **RIGHT INFO**, IN THE **RIGHT PLACE** AT THE **RIGHT TIME**.



N°1

IN EUROPE

5 COUNTRIES

15 CITIES

25,000 NFC TAGS

DURABLY DISPLAYED GIVING ACCESS TO
CONTEXTUAL SERVICES & REAL-TIME
INFORMATION

7 OUT OF TOP 10 CITIES IN FRANCE

3 OUT OF TOP 6 CITIES IN SPAIN

2ND LARGEST CITY IN GERMANY



REFERENCES



21 WORLDWIDE CITIES
LOOKING FOR INNOVATIVE
SOLUTIONS

700 COMPANIES INVOLVED

4 CITIES SELECTED

* **CONNECTINGS**



BARCELONA / BORDEAUX / CAEN / HAMBURG / LILLE / LONDONDERRY / MADRID / MALAGA /
MARSEILLE / NICE / PARIS / POOLE / RIO DE JANEIRO / STRASBOURG / TOURS / TOULOUSE



success-**S**tories



ALL THE SERVICES
DEPLOYED BY
CONNECTINGS ARE
BASED ON ADTAG™
PLATFORM

CASE STUDY – CITY OF STRASBOURG

Launch of **StrasPlus** April 2012

Widest range of NFC-based information and services. Multilingual.





there is a better solution to know when the next bus is coming



Strasbourg.eu
& COMMUNAUTE URBAINE

StrasPlus
Live bus
information at your
bus stop



or



or



*0,05 € / envoi (hors coût d'un SMS)



LAUNCH: APRIL 2012

NB OF CONNECTIONS SINCE MAY:

JUNE: +268%

JULY: +150%*

* Despite the summer holidays

10% THROUGH NFC

1,500 NFC TAGS/QR CODES

3 AREAS OF INFORMATION:

- TRANSPORT**
- HERITAGE**
- LOCAL EVENTS**



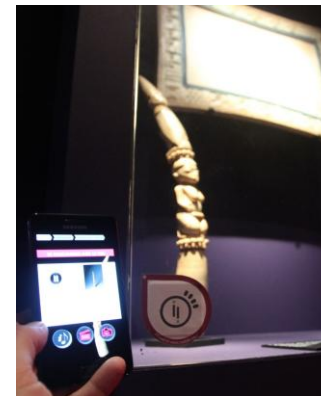
INTERACTIVE EXHIBITION SET UP BY
 *CONNECTINGS AT THE QUAI BRANLY
 MUSEUM, PARIS:
 “LE MUSÉE EN MUSIQUE”
 NFC-BASED VISIT AND MOBILE APP.

1. MULTIMEDIA GUIDE
2. INTERACTIVE FUNCTIONALITIES
3. END-OF-THE-TRACK GAME
4. PEER-TO-PEER VISIT SHARING
5. PLAY THE INSTRUMENTS



*muséeduquaiBranly

For download from
 Google Play



1ST WEEK:
40,000 PAGES VIEWED



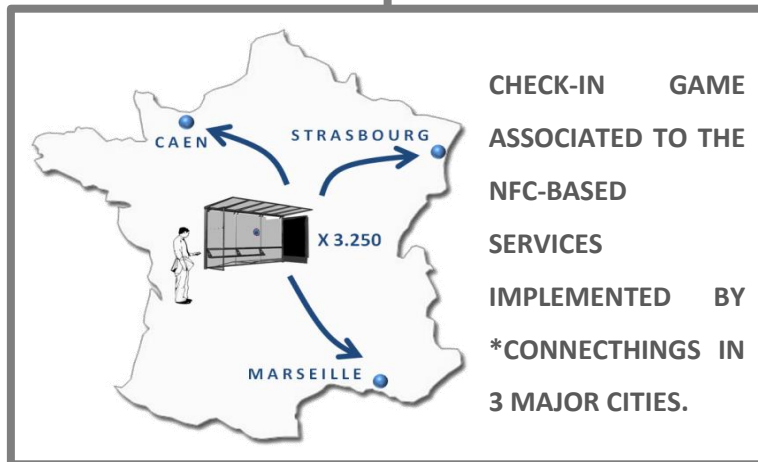
CONNECTINGS SUCCESS STORIES '12 – SAMSUNG GAME



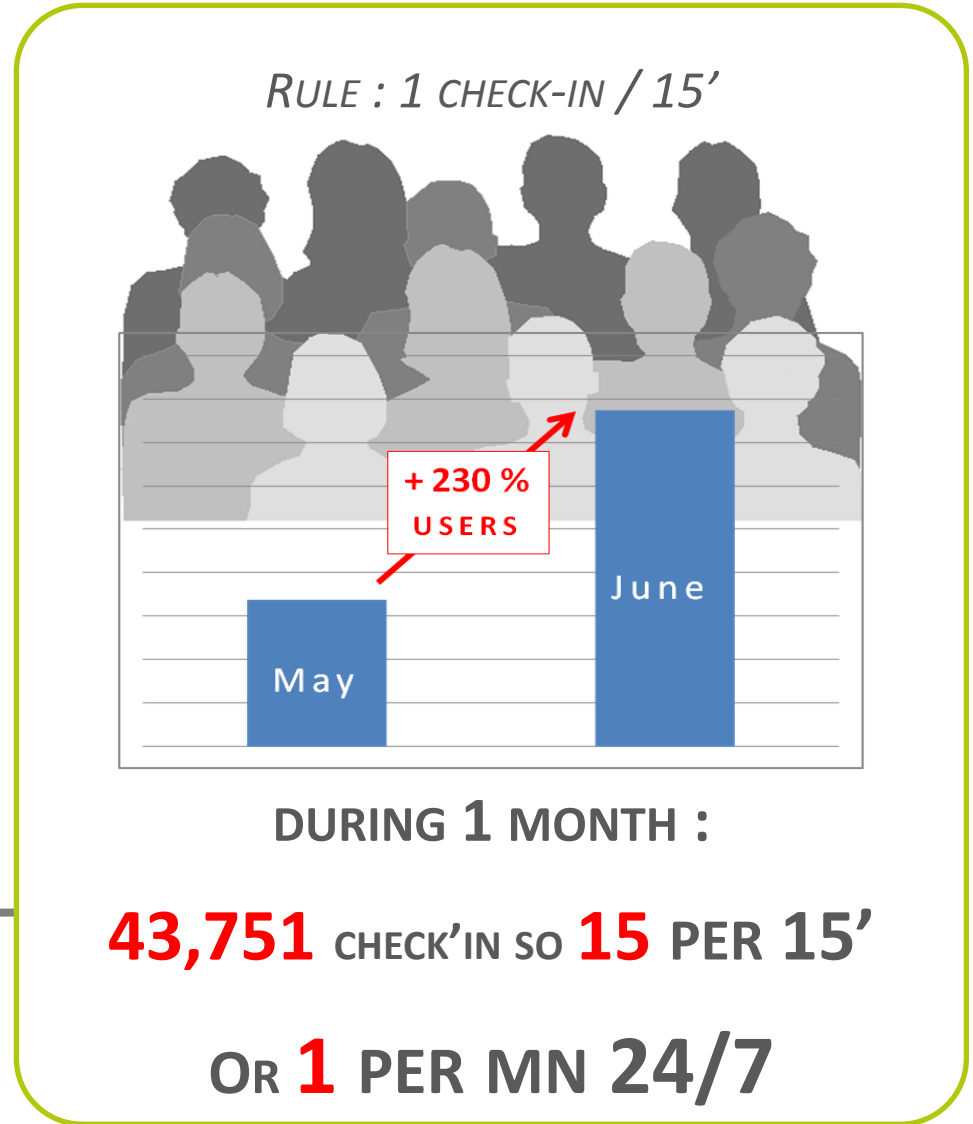
IN-BETWEEN PAGE

SERVICE REQUESTED

CHECK-IN GAME



CHECK-IN GAME ASSOCIATED TO THE NFC-BASED SERVICES IMPLEMENTED BY *CONNECTINGS IN 3 MAJOR CITIES.



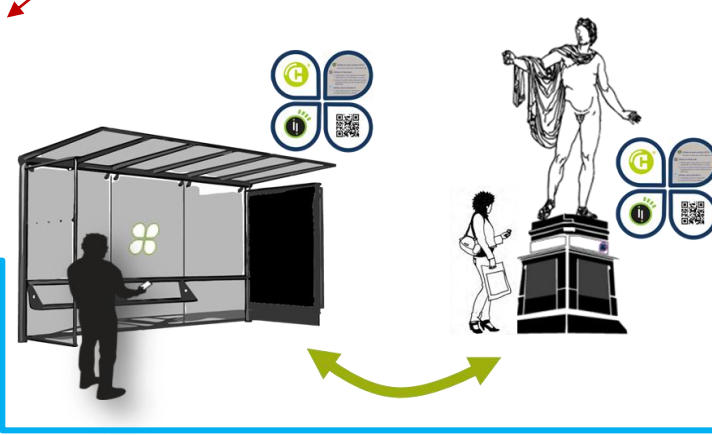


ADTAG PLATFORM
 AGREGATES
 EXTERNAL DATA
 SOURCES AND
 LOCAL CONTENT
 TO DELIVER REAL
 TIME CONTEXT
 AWARE MOBILE
 SERVICES

Check'in,
coupons, eticket

Instant pages on
specific tags

Other partners can
manage a subset of
tags and contents



The content is contextual
 The link to other services is contextual





ADTAG Platform

Tag, Content & Transaction Management





CLOUD BASED ARCHITECTURE

External Data Sources & Services

Realtime Transport Schedules	Bike Sharing Realtime Availability
Route Calculators	Social Networks Data
Events Calendar	Etc.

External Platforms

Remote Provisionning

Remote Management & Reporting

Synchronization

Web Services



Adtag™ Platform



Web Services

Context* Aware Information Display	Information & Ads Campaigns
External Data Aggregation	Ticketing and Couponing
Interactive Maps	Mobile Rendering

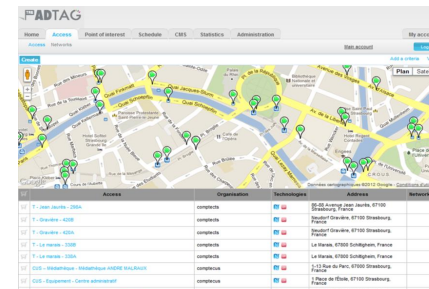
Adtag™ API

Locations / Tags	Content / Mobile Sites
Analytics	CRM / Transactions

* Location, Time, Profile, Device



Context Aware Mobile Service



Web Based Administration Tool



LOCATION AND TAG MANAGEMENT



- Create and import new locations
- Bind NFC tags and QR codes to locations
- Organize sets of locations

ADTAG

Home Access Point of interest Schedule CMS Statistics Administration My account

Access Networks Main account Log out

Create Add a criteria Validate

Access	Organisation	Technologies	Address	Network
T - Jean Jaurès - 296A	compectcs		86-88 Avenue Jean Jaurès, 67100 Strasbourg, France	
T - Gravière - 420B	compectcs		Neudorf Gravière, 67100 Strasbourg, France	
T - Gravière - 420A	compectcs		Neudorf Gravière, 67100 Strasbourg, France	
T - Le marais - 330B	compectcs		Le Marais, 67800 Schiltigheim, France	
T - Le marais - 330A	compectcs		Le Marais, 67800 Schiltigheim, France	
CUS - Médiathèque - Médiathèque ANDRE MALRAUX	compectcs		1-13 Rue du Parc, 67000 Strasbourg, France	
CUS - Equipement - Centre administratif	compectcs		1 Place de l'Étoile, 67100 Strasbourg, France	
			1-13 Rue du Parc, 67000 Strasbourg	

Click on a location on the map or the list to update the location

Add a location to cart to create a set of locations



- Bind locations to mobile sites and apps
- Update content without modifying NFC tags
- Schedule content to display at a specific date or time

THE ADTAG

Home Access Point of interest Schedule CMS Statistics Administration My account

Access Networks Main account Log out

Access

Properties

Name	11-138 - République - 527B - REPUB_02	Description	
Link	http://studio.adtag.fr/adstudio/straspl		

Localization

48.58676745852983, 7.75272399187088
République, 67000 Strasbourg, France
Location based service...

Associated technologies

NFC	
Id tag	wjhs0ujs365s
URL	http://tag.strasplus.eu/wjhs0ujs365s

Mobile site's URL for a location can be updated on the platform

The URL encoded in the NFC tag remains the same



CONTENT MANAGEMENT



- Upload multimedia content
- Create mobile templates to display uploaded content
- Automatically adjust templates for every screen sizes

ADTAG

Home Access Point of interest Schedule **CMS** Statistics Administration My account

Main account Log out

Preview Publish Location based service... Delete

Edition zone of the page 1

Pages of the site
route_matisse

page1
template

Blocks

- Text
- Picture
- Video
- Menu
- Table
- Vcard
- Calendar

Properties of the site route_matisse

Title:

Color of the text: Background color:

Alignment: Font:

More...

Drag a block to this zone

VENCE

ON THE FRENCH RIVIERA
RETRACING MATISSE'S FOOTSTEPS

Tour About Photo gallery Find out about Biography

ABOUT

Matisse in Vence

'This work has taken me four years of constant exclusive work: it is the result of my entire active life.' (June 1951, letter by Matisse read by Father Couturier at the inauguration of the Chapel, then printed in L'Art Sacré, no. 11-12, July-August 1951)

Drag and drop a content block to create the page template

Instant preview of the page for a selected location



- Create instant pages and banners
- Target locations where the campaign will be displayed
- Shedule campaigns at specific dates and time

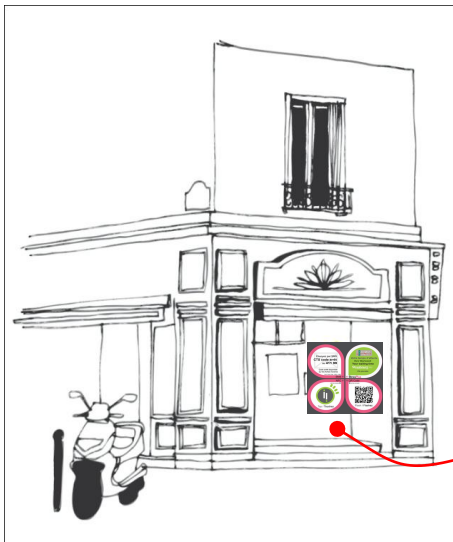




LOCATION AND PROFILE BASED DEALS



- Add deals around targeted locations
- Enroll new customers and invite loyal customers to revisit
- Simplify coupon redemption with a simple validation tag



**VALIDATION TAG AT
POINT OF SALE**





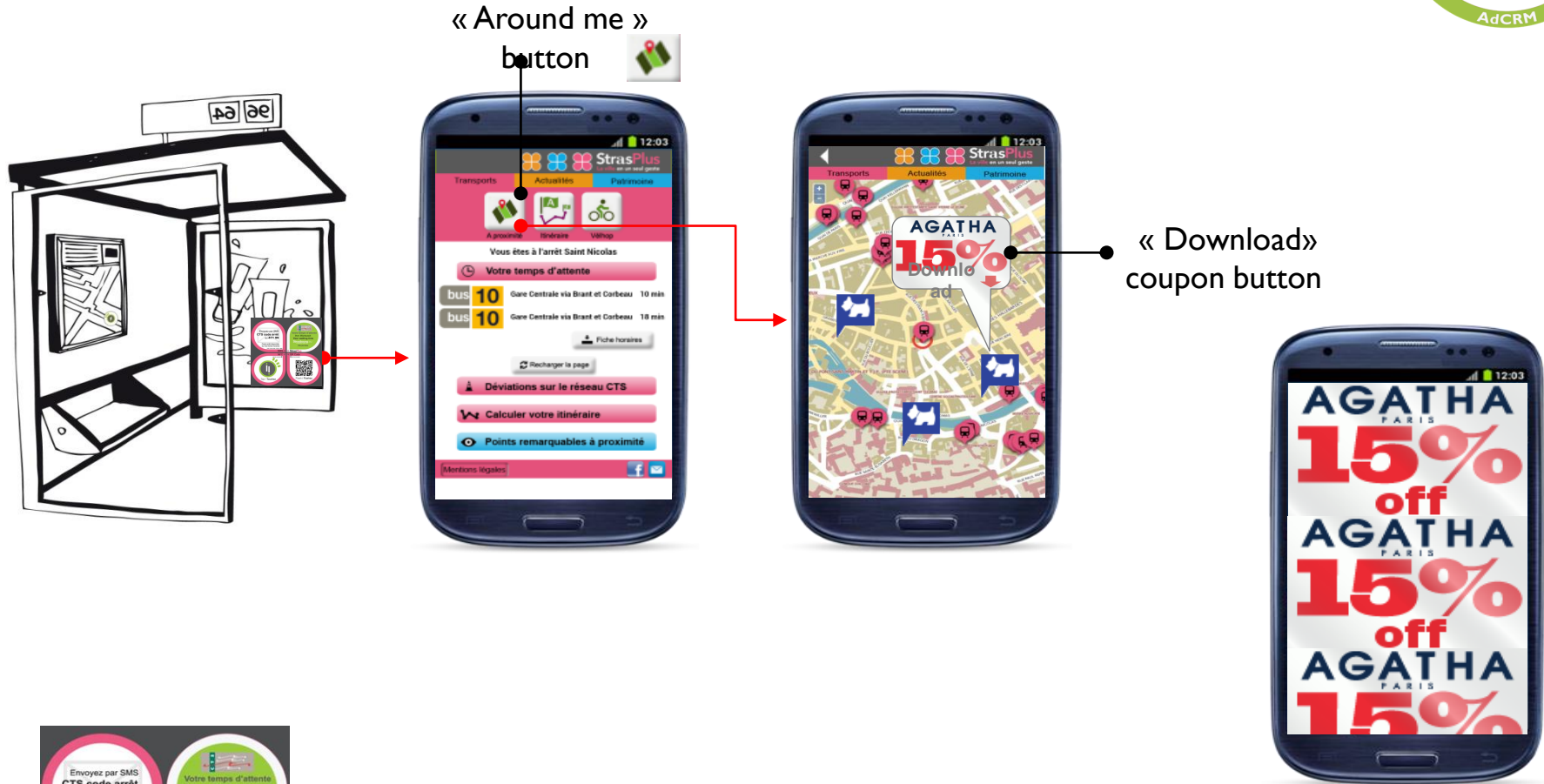
COUPON ACQUISITION

Transactions

SPECIAL OFFER

10% off your next purchase

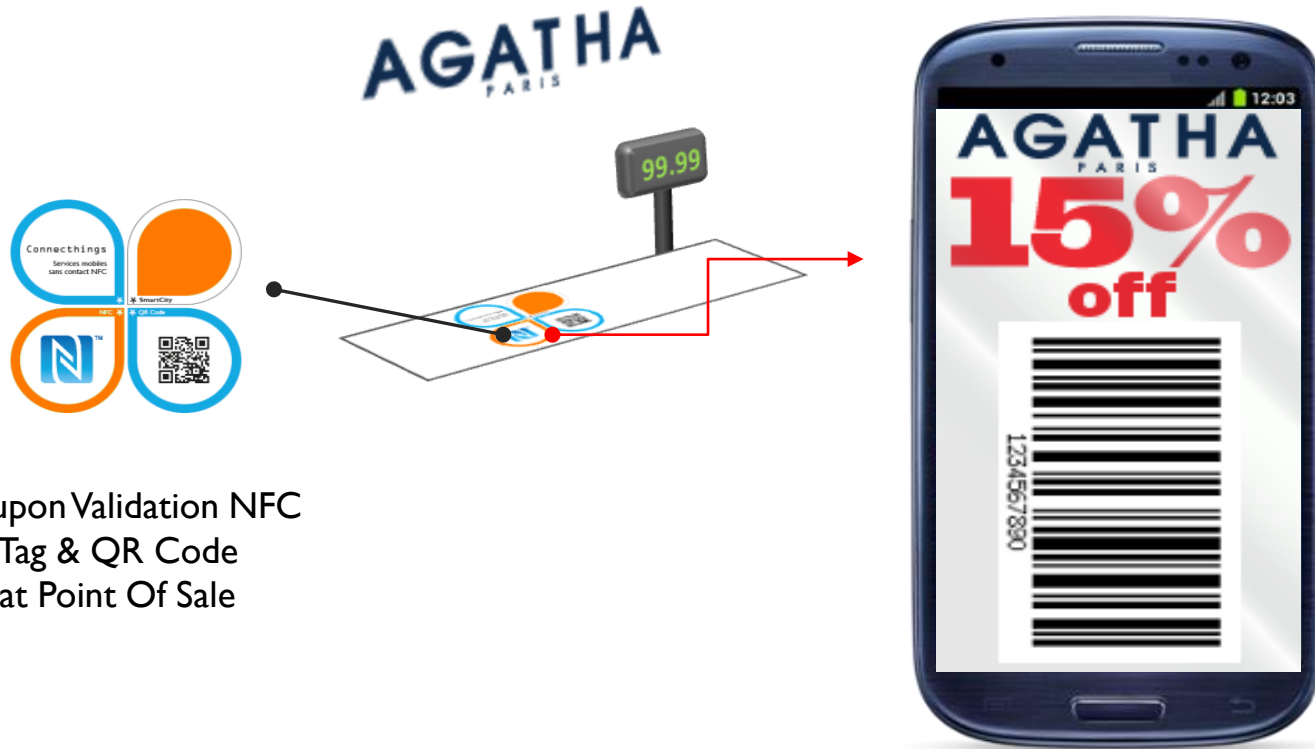
AdCRM



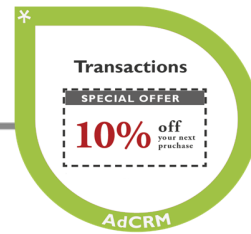
NFC tag & QR code



COUPON REDEMPTION



Coupon Validation NFC
Tag & QR Code
at Point Of Sale



- Create location-based offers
- Manage couponing and ticketing transactions
- Track customer behavior and build up segmentation

ADTAG

Home Access Point of interest Schedule CMS Statistics Offer CRM Administration My account

Offer Main account Log out

Offer follow-up

Properties

Name Pass

Transactions

Date	Operation	POI	Advantage	Categories	Consumer
14/09/2012 18:48	Consumed	Rio - Sorvete Brasil	BrazilianFruiceCream	Name, Localisation, RIOPASS	cedric
14/09/2012 18:42	Consumed	Rio - Volleybal class Ipanema's beach	VolleybalClassAtIpanemaBeach	Name, Localisation, RIOPASS	test
14/09/2012 17:41	Consumed	Rio - Volleybal class Ipanema's beach	VolleybalClassAtIpanemaBeach	Name, Localisation, RIOPASS	cedric
14/09/2012 16:50	Consumed	Rio - Sorvete Brasil	BrazilianFruiceCream	Name, Localisation, RIOPASS	test5
14/09/2012 16:50	Consumed	Rio - Tyrolean Rodrigo de Freitas lagoon	TyroleanTraverseRope	Name, Localisation, RIOPASS	test5
14/09/2012 16:49	Consumed	Rio - Volleybal class Ipanema's beach	VolleybalClassAtIpanemaBeach	Name, Localisation, RIOPASS	test5
14/09/2012 16:46	Consumed	Rio - Vitacura	RioInBoxByVitacura	Name, Localisation, RIOPASS	test5
14/09/2012 16:46	Validated	PresentationAvantageRioInBoxVitacura	RioInBoxByVitacura	Name, RioPassPresAvantage	test5
14/09/2012 16:46	Consumed	Rio - Vitacura	RioInBoxByVitacura	Name, Localisation, RIOPASS	test5
14/09/2012 16:45	Validated	PresentationAvantageRioInBoxVitacura	RioInBoxByVitacura	Name, RioPassPresAvantage	test5

Previous 1 2 3 4 5 6 7 8 Next

10 results / Page

72 transactions found

Consumers

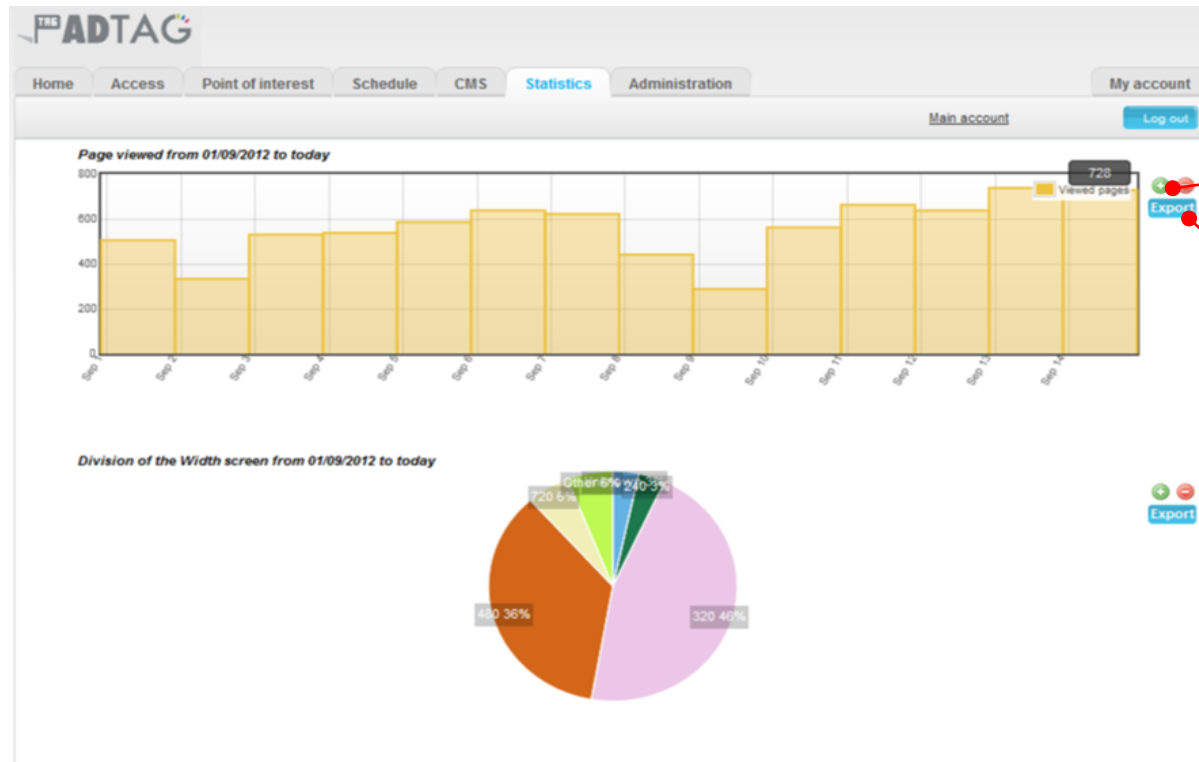
Name	Email	Subscribe	Last transaction
joe	jnb@connectingsahh	14/09/2012 14:34	14/09/2012 14:34
jnb	jnb@connectingsahh	14/09/2012 14:17	14/09/2012 14:17

List of all the transactions for a selected set of offers

List of all the customers for a selected set of offers



- Build customized analytics dashboards
- Measure campaigns audience
- Track customers' appetite for offers



Add a chart to the customized dashboard

Export analytics data to file



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