

# A New Paradigm for Mobile Engagement

## The benefits of a joint RoamingAround and Mist solution

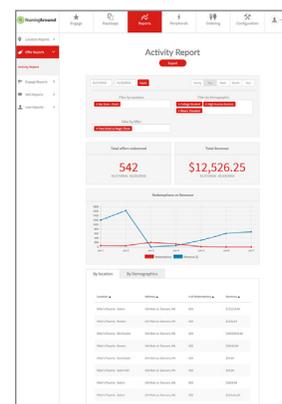
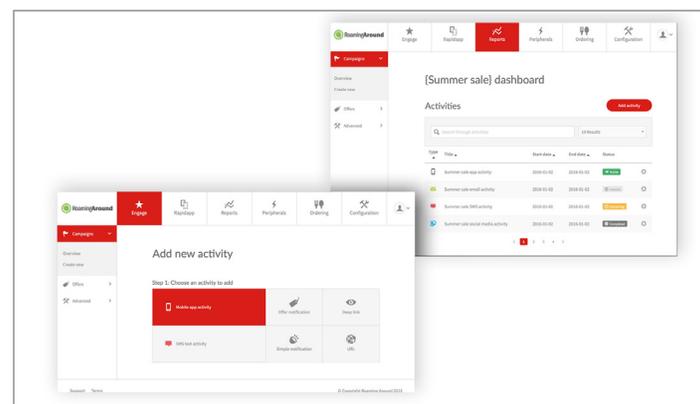
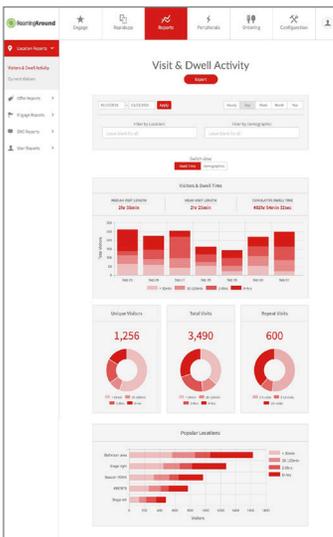
Wireless is at a crossroads, where faster, more reliable connectivity alone is no longer enough. Wireless must become a strategic medium for companies, communities, and properties to meaningfully engage with their employees, guests, and customers using location-based services and other contextual data.

Mist partnered with RoamingAround to realize this goal, delivering mobile engagement experiences for the smart device era. By combining RoamingAround's robust mobile engagement solution with Mist's leading wireless platform for Virtual Bluetooth Low Energy (VBLE) location services, the two companies bring mobile personalization to a new level.

## RoamingAround Engagement Platform

The RoamingAround Engagement Platform was designed to create a valued communications conduit with mobile users that is always relevant and never annoys. A sophisticated Rules Engine matches communications (offers and alerts) calibrated to the user's position in space and time, their personal preferences, and their actual behavior. Machine Learning infers habits, demographic information, new preferences and the optimal moments to engage.

- **Highly targeted offers.** Using preference information that may come from CRM, Application Registration, Intelligent Querying and Inference, the RA Preference Manager gradually builds a finer and finer profile of your guests' likes and dislikes.
- **Realtime positioning.** Using Mist WiFi, VBLE beacons and GPS in conjunction allows the platform to find and communicate with mobile application users on property as well as out in the world.
- **Administrative Dashboard.** A web-based portal give access to platform configuration, campaign management, and advanced analytics.
- **Open API's.** Besides mobiles SDK for Android and IOS, all administrative functionality can be accessed via REST APIs for easy integration.



## Mist Location Services

The Mist wireless platform was designed from the ground-up to handle the unique wireless needs of the smart device era. It combines cloud intelligence with on premise Access Points to simplify wireless operations and deliver high value location services via Wi-Fi and Bluetooth Low energy (BLE). Unique advantages of the Mist BLE solution include:

**High accuracy location-** Mist offers the best location accuracy with 1-3 meter accuracy and sub-second latency in most environments. Machine learning eliminates the need for BLE site surveys and provides the best user experience.

**Virtual beacons-** With Mist's patented vBLE technology, you can deploy an unlimited amount of virtual beacons for proximity messaging with the simple click of a mouse. There is no need to purchase, deploy and manage separate physical beacons with batteries, eliminating headaches and up to 90% of BLE hardware costs.

**Proactive insight –** The Mist platform tracks what all users are doing for detailed record keeping, asset tracking, and behavior analysis.

**Open APIs for easy integration–** Mist offers a mobile SDK for iOS and Android with three types of APIs for seamless integration with complementary products.

