

ENGAGE. MANAGE. MONETIZE.

Wayfinding and Engagement with Phunware and Mist

Help guests make the most of their stay by providing a mobile hub for your property's services and amenities. Leverage location technology to them find their way indoors and out with real-time, GPS-like navigation—and location data to understand how they move throughout your property and where they shop, dine and play off-site.

PHUNWARE HOSPITALITY APPLICATION

Phunware's brandable, ready-for-market mobile app for hotels and casinos includes:

1. Hospitality-specific mobile UI templates
2. Directories of services and amenities
3. Mapping, navigation and wayfinding*
4. Alerts and notifications*
5. Marketing automation*
6. App analytics and BI

PHUNWARE CAMPAIGN EDITOR PORTAL

Phunware's marketing automation module includes a campaign editor portal that allows you to design and send sophisticated, hyperlocal mobile messaging campaigns triggered by real-time events and user profiles.

PHUNWARE MAP EDITOR PORTAL

Manage and update maps and points of interest without re-submitting to the App Store or Google Play.

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:

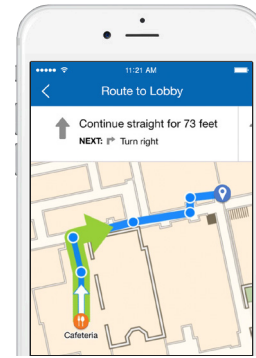
High-accuracy location: Mist offers 1-3 meter location accuracy (the best in the industry) and sub-second latency in most environments. Machine learning eliminates the need for BLE site surveys and provides the best user experience.

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.

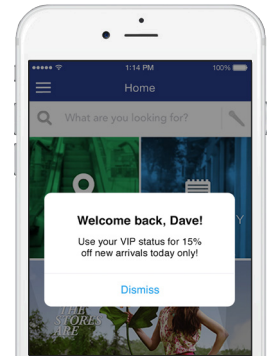
Proactive insight: The Mist platform tracks user activity for detailed record keeping, asset tracking and behavior analysis.

Open APIs: Mist offers a mobile SDK for iOS and Android with three types of APIs for seamless integration with complementary products, such as Phunware mobile applications.

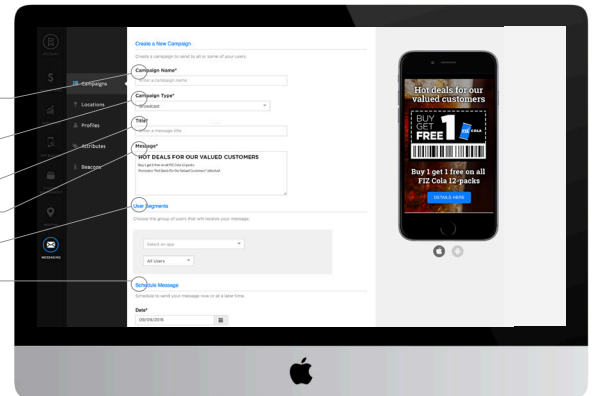
*Also licensable a-la-carte



Mapping, navigation
and wayfinding



Mobile marketing
automation



Campaign editor portal

- Name your campaign
- Select your campaign type
- Fill in your message title
- Fill in your messaging
- Select user profiles to target
- Schedule your message

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**Phunware wayfinding + Mist vBLE infrastructure =
Real-time, facility-wide routing and engagement**



HOW PHUNWARE AND MIST WORK TOGETHER

- 1 A Mobile device listens to the BLE beacons from a Mist access point.
- 2 The Mist SDK sends the device location information to the Mist cloud.
- 3 The Mist cloud sends location and map information to the Phunware mobile application and provides real-time updates.
- 4 Virtual beacons can be created anywhere and enable proximity-based messages to be delivered in the Phunware application.

PHUNWARE.COM/PLATFORM

MIST.COM/PRODUCT

info@phunware.com | 855.521.8485

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