

# ENGAGE. MANAGE. MONETIZE.

## Wayfinding and Mobile Marketing Automation with Phunware and Mist

Take control of the mobile experience by engaging consumers as they enter, dwell in and exit your physical places of business. Use your app to influence their next steps and enhance their experience with your brand. Phunware's mobile solutions leverage native smartphone features and location technology to empower retailers to engage shoppers on their phones in real time.

### PHUNWARE MOBILE MODULES

Phunware's brandable, ready-for-market retail offering includes:

1. Location-based mobile marketing automation\*
2. Alerts and notifications\*
3. Mapping, navigation and wayfinding\*
4. App and campaign analytics\*

\*Also licensable a-la-carte

### PHUNWARE CAMPAIGN EDITOR PORTAL

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

### MIST LOCATION SERVICES

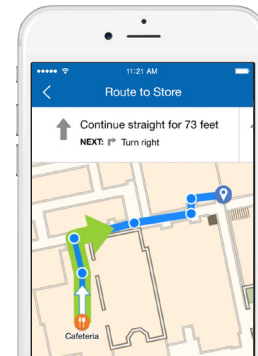
The Mist wireless platform was designed from the ground up to handle the unique wireless needs of the smart device era. It combines cloud intelligence with on-premise access points to simplify wireless operations and deliver high-value location services via Wi-Fi and Bluetooth Low energy (BLE). Unique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

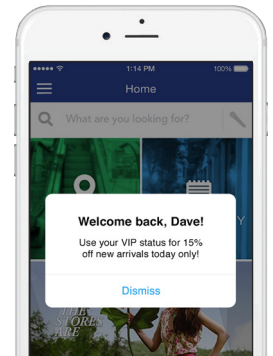
**Virtual beacons:** With Mist's patented vBLE technology, you can deploy an unlimited amount of virtual beacons for proximity messaging with the simple click of a mouse. There is no need to purchase, deploy and manage separate physical beacons with batteries, eliminating headaches and up to 90% of BLE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

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

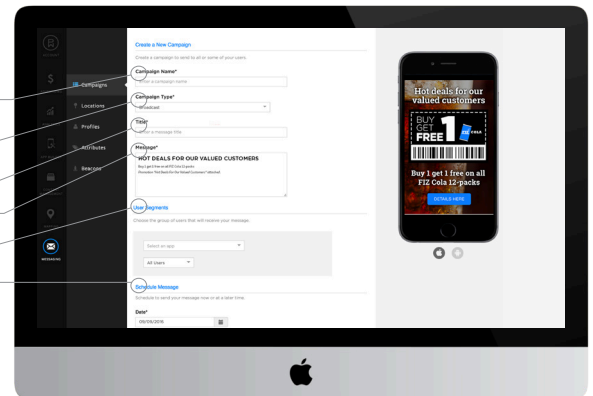
**Open APIs:** Mist offers a mobile SDK for iOS and Android with three types of APIs for seamless integration with complementary products, such as Phunware mobile applications.



Mapping, navigation  
and wayfinding



Mobile marketing  
automation



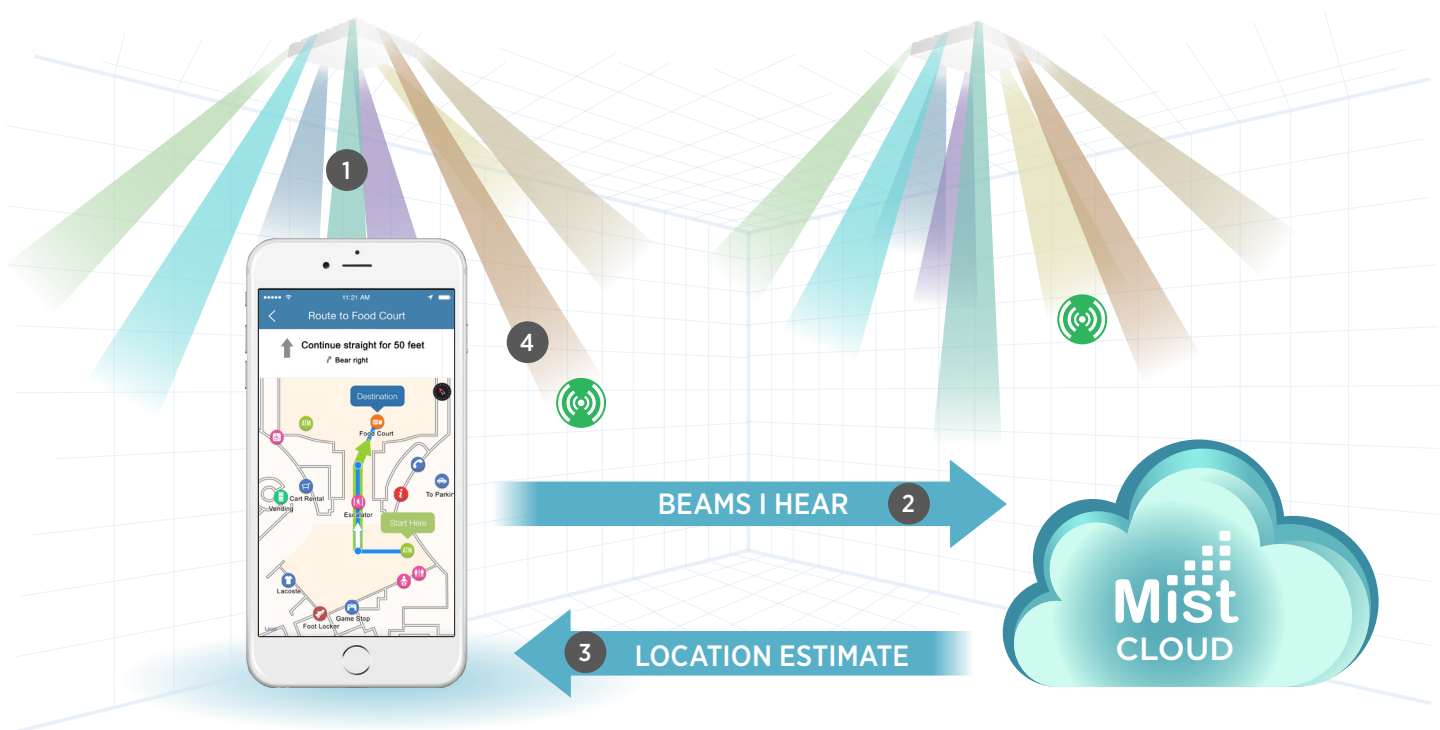
Campaign editor portal

- 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 platform + 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/SOLUTIONS/RETAIL](http://PHUNWARE.COM/SOLUTIONS/RETAIL)  
[MIST.COM/PRODUCT](http://MIST.COM/PRODUCT)

info@phunware.com | 855.521.8485

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