CLOUD4WI

TRANSFORM YOUR CUSTOMERS' IN-STORE DIGITAL EXPERIENCE THROUGH WI-FI

In-store shoppers are increasingly using their devices to get online, search for their favorite purchases, check item specifications, compare prices and read reviews. Many shoppers also want to share their in-store experience with family and friends by sending status updates and photos while shopping.

Engage this captive audience by creating an optimal Wi-Fi environment through Cloud4Wi to directly interact with your customers while they are on site.

Easy to deploy and manage, Cloud4Wi is an innovative cloud platform that allows you to make the most out of your in-store digital experience. Leveraging the Cloud4Wi Wi-Fi Marketplace you can improve the end-user experience while increasing customers' engagement through powerful applications.

CLOUD4WI OFFERS YOU MULTIPLE BENEFITS:

- ☑ Deliver Guest Wi-Fi through fast and simple login
- ☑ Enhance customers' in-store experience
- ☑ Learn more about customers and their behaviors
- ☑ Influence customers' purchase intents
- ☑ Increase customers' engagement and loyalty
- ☑ Expand your presence on social media networks

Cloud4Wi Benefits for Retailers

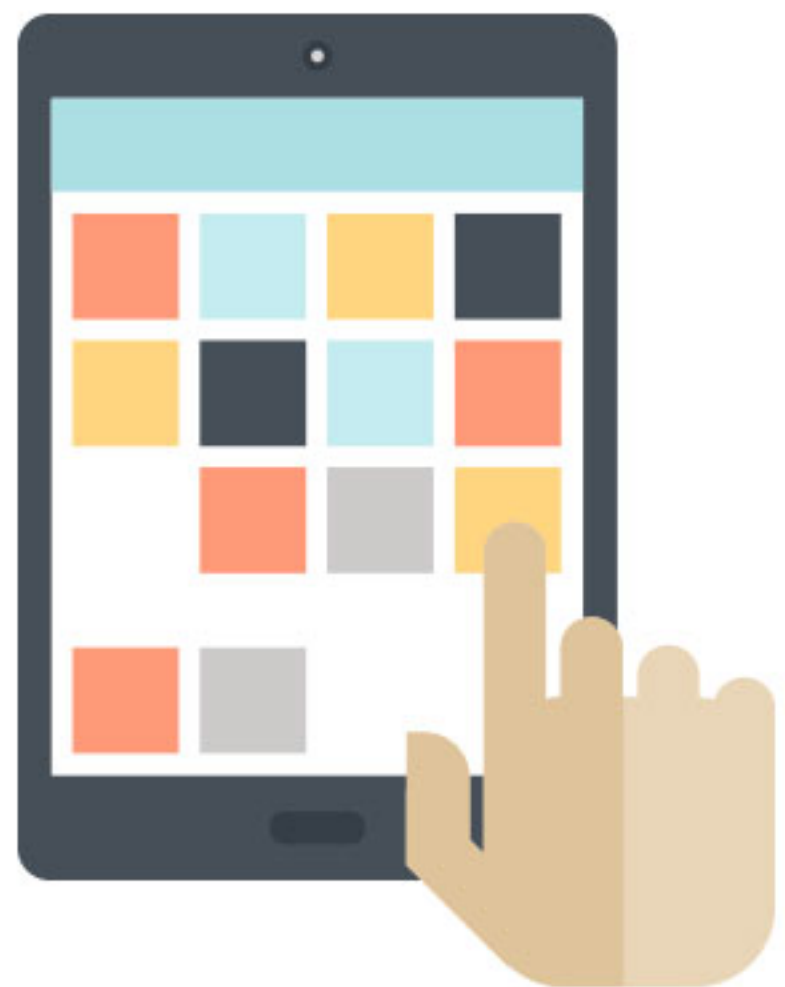### DELIVER GUEST WI-FI THROUGH FAST AND SIMPLE LOGIN

Provide customers with an appealing login experience. You can configure the splash portal through multiple login options including account registration with username/password, click-through and social login.

INFLUENCE CUSTOMERS' PURCHASE INTENTS

Organize targeted advertising campaigns by delivering messages tailored to the right audience. Drive online customers in their purchases through a branded splash portal or generate additional revenues from third-party advertising.

ENHANCE CUSTOMERS' IN-STORE EXPERIENCE

Create a branded splash portal to offer a cohesive in-store digital experience. The brand's visual look and feel can be easily customized. Provide effective location-based content and a variety of interactive applications.

INCREASE CUSTOMERS' ENGAGEMENT AND LOYALTY

Transform one-time buyers into loyal customers by creating couponing campaigns and organizing online contests. The branded splash portal is your window to display current coupons and available awards.

LEARN MORE ABOUT CUSTOMERS AND THEIR BEHAVIORS

Learn more about customers by collecting and analyzing information about their behaviors. You can access their social network profiles to monitor their online shopping patterns and preferences.

EXPAND YOUR PRESENCE ON SOCIAL MEDIA NETWORKS

Spread your brand's presence on social media channels through social Wi-Fi. Set up automated Likes, Posts, Check-ins and Follows in just a few clicks. Encourage your customers to "like" your Facebook page and timeline posts as well.