



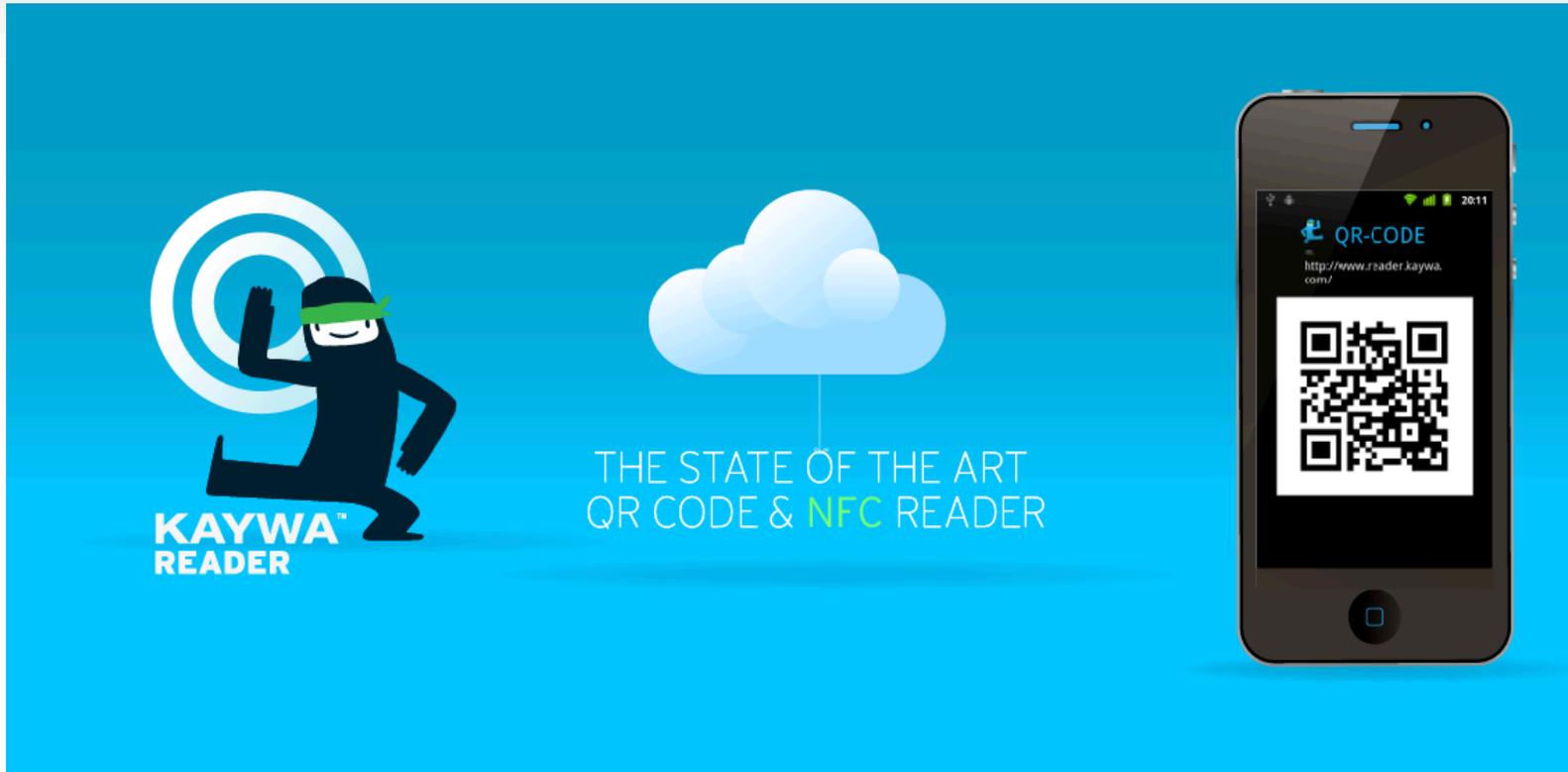
## Key service: QR- / NFC Management



- Bridge the gap and get your content onto mobile devices
- Our Management Tool easily handles big quantities of tags and codes
- Get all the statistical infos you need (incl. devices, Geolocalisation, etc) in real time
- Benefit from our marketing knowledge

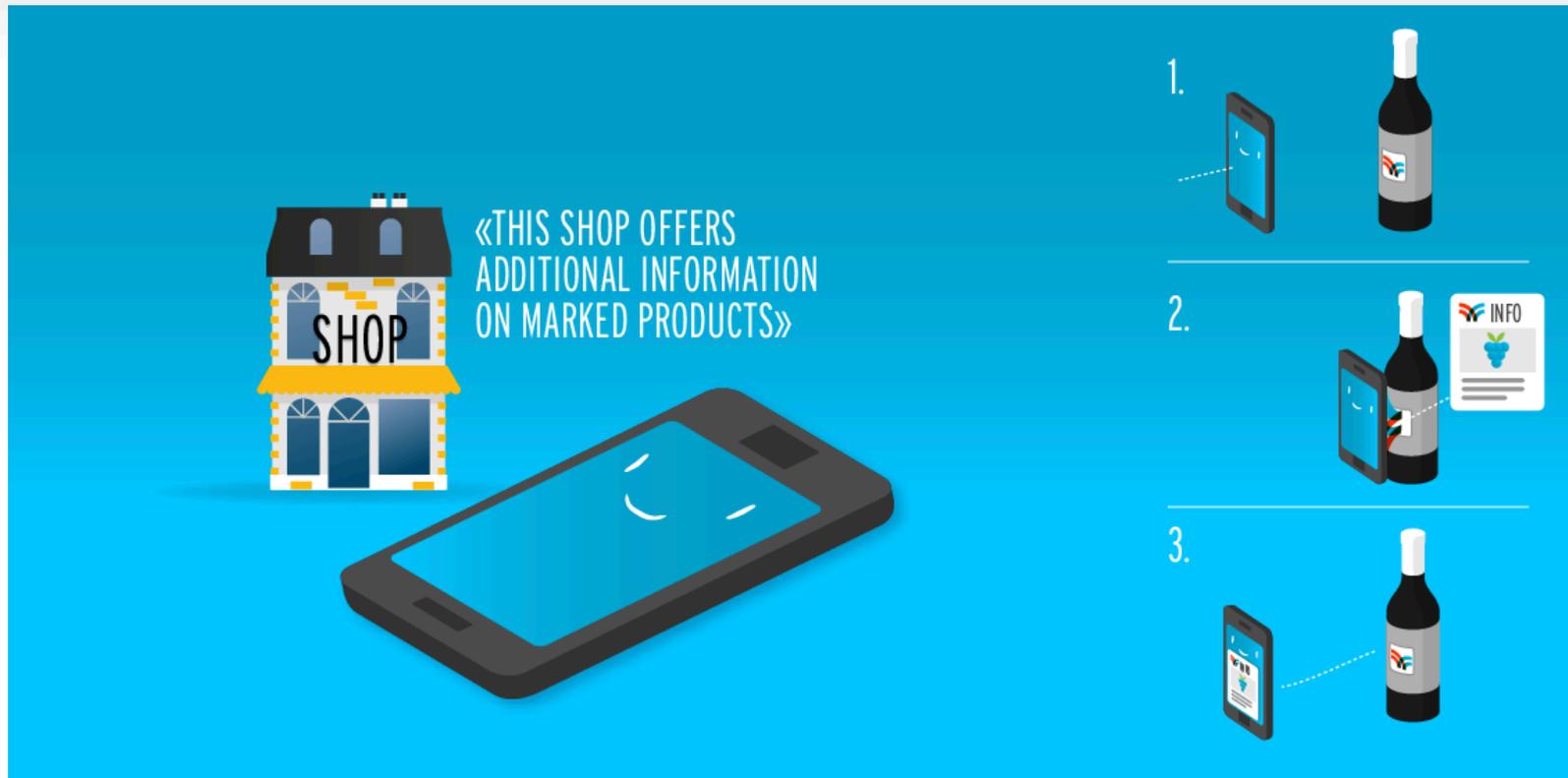


## Key product: KaywaReader for NFC Tags and QR Codes



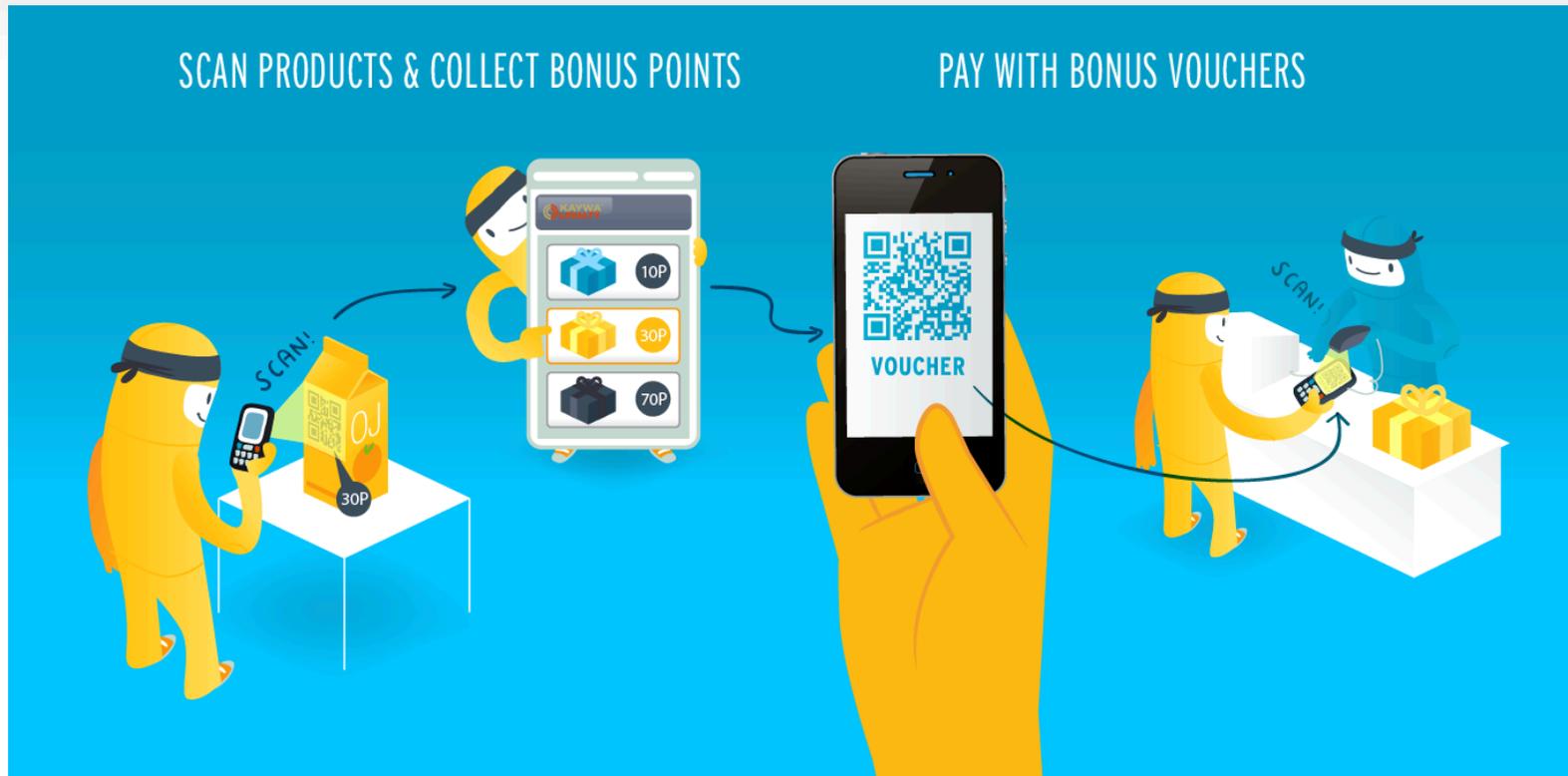
- Available in Android Market and will soon be available for iPhone
- Reads **all kind** of codes: 1D Barcodes, QR, Datamatrix
- Provides even more precise data about consumer behaviour
- Keyword banners possible according to scanned code (e.g. when scanning a code from lufthansa a sponsored message can be shown)

## In Shop Solution: NFC Tags and QR Codes



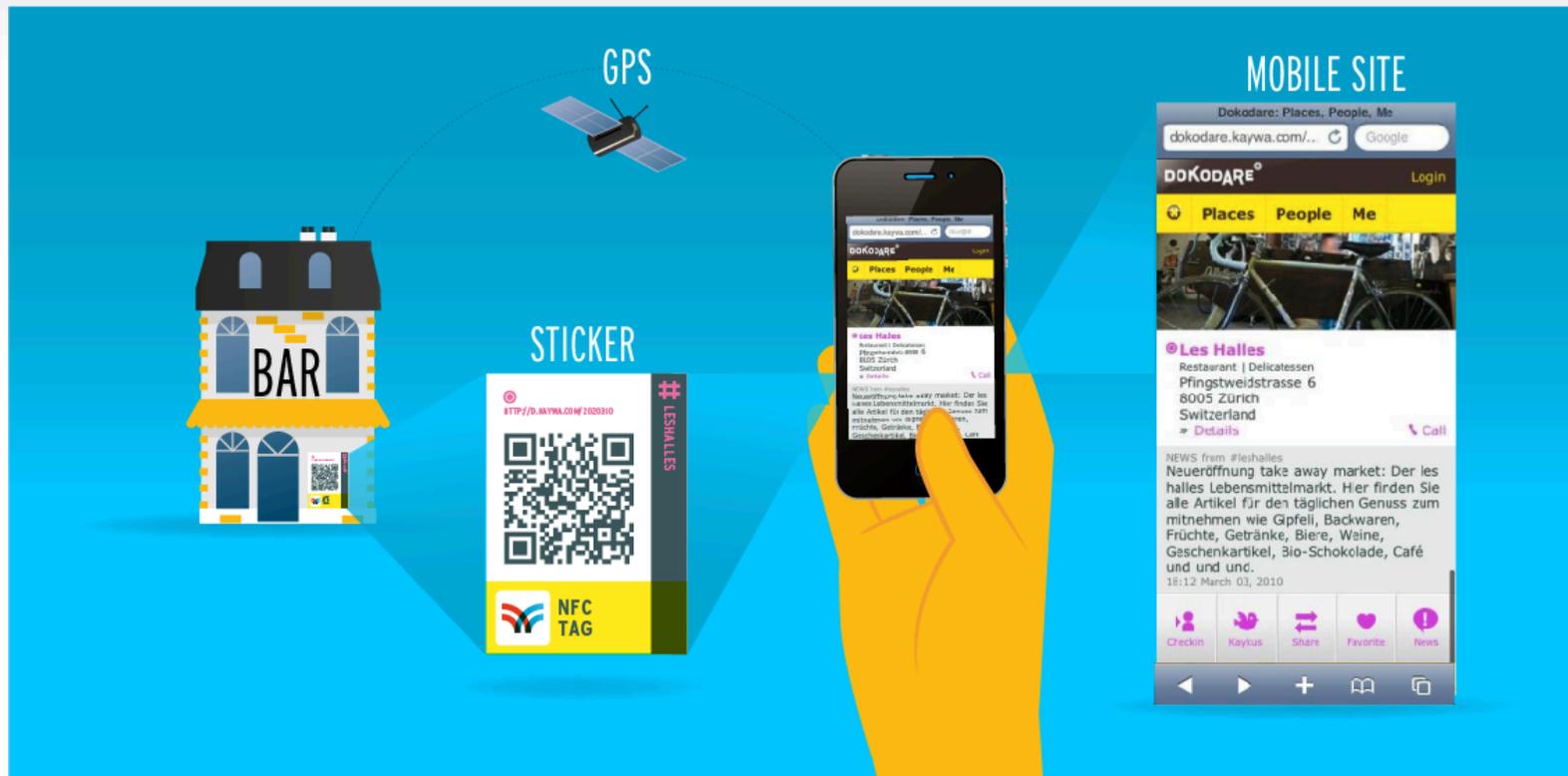
- Know your clients interest (what they're looking at but not buying)
- Know your client better: continuous market research
- Even more statistics if he's using the Kaywa Reader
- Linking to an online shop recommended

## Loyalty & Couponing



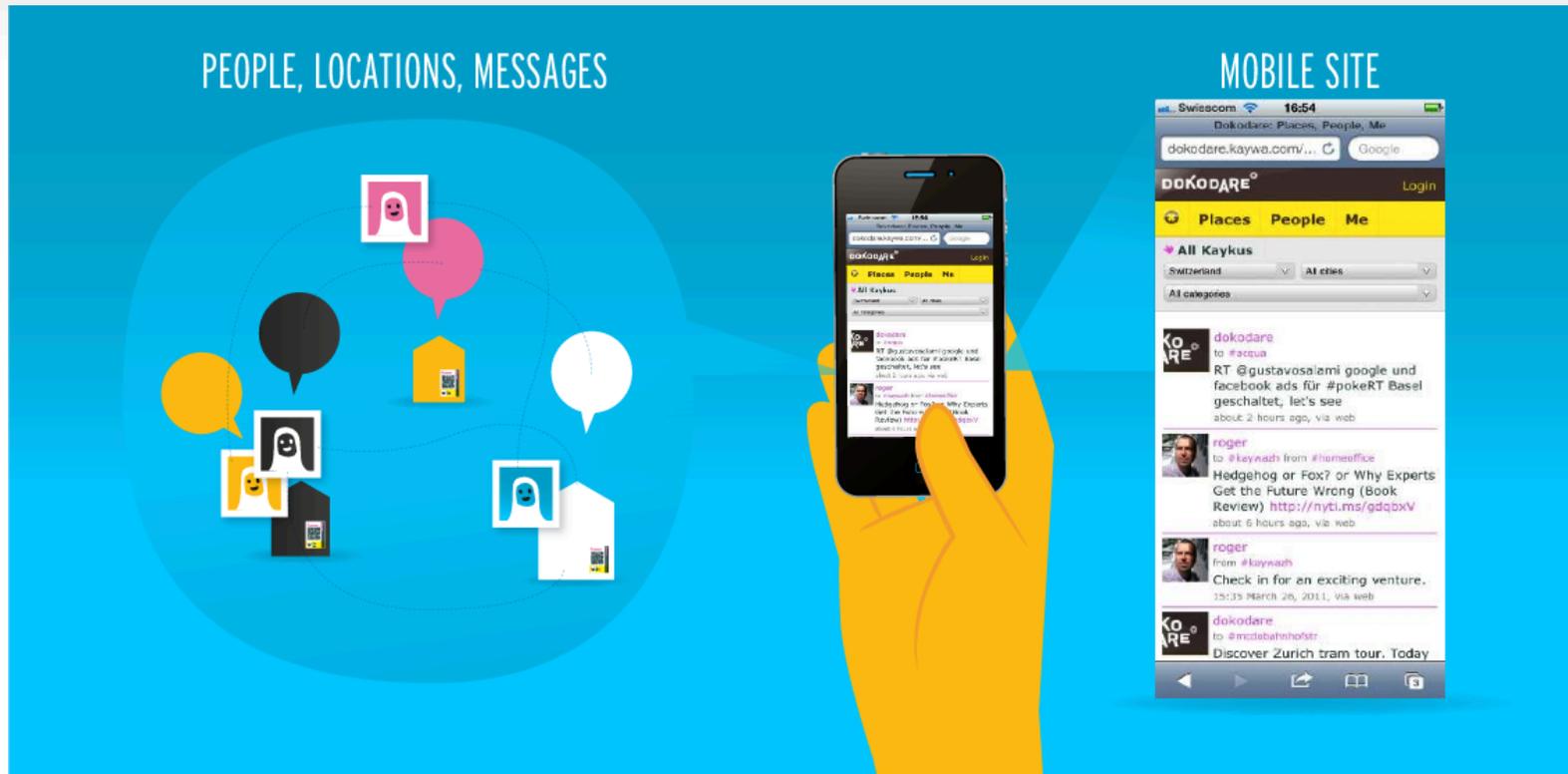
- Reach people with a special offer
- Brings potential customers into your shops
- Let people discover your products / offers
- Coupons can be liked and shared to virally market them
- Paperless handling / Including statistics

## DokoDare (<http://dokodare.kaywa.com>)



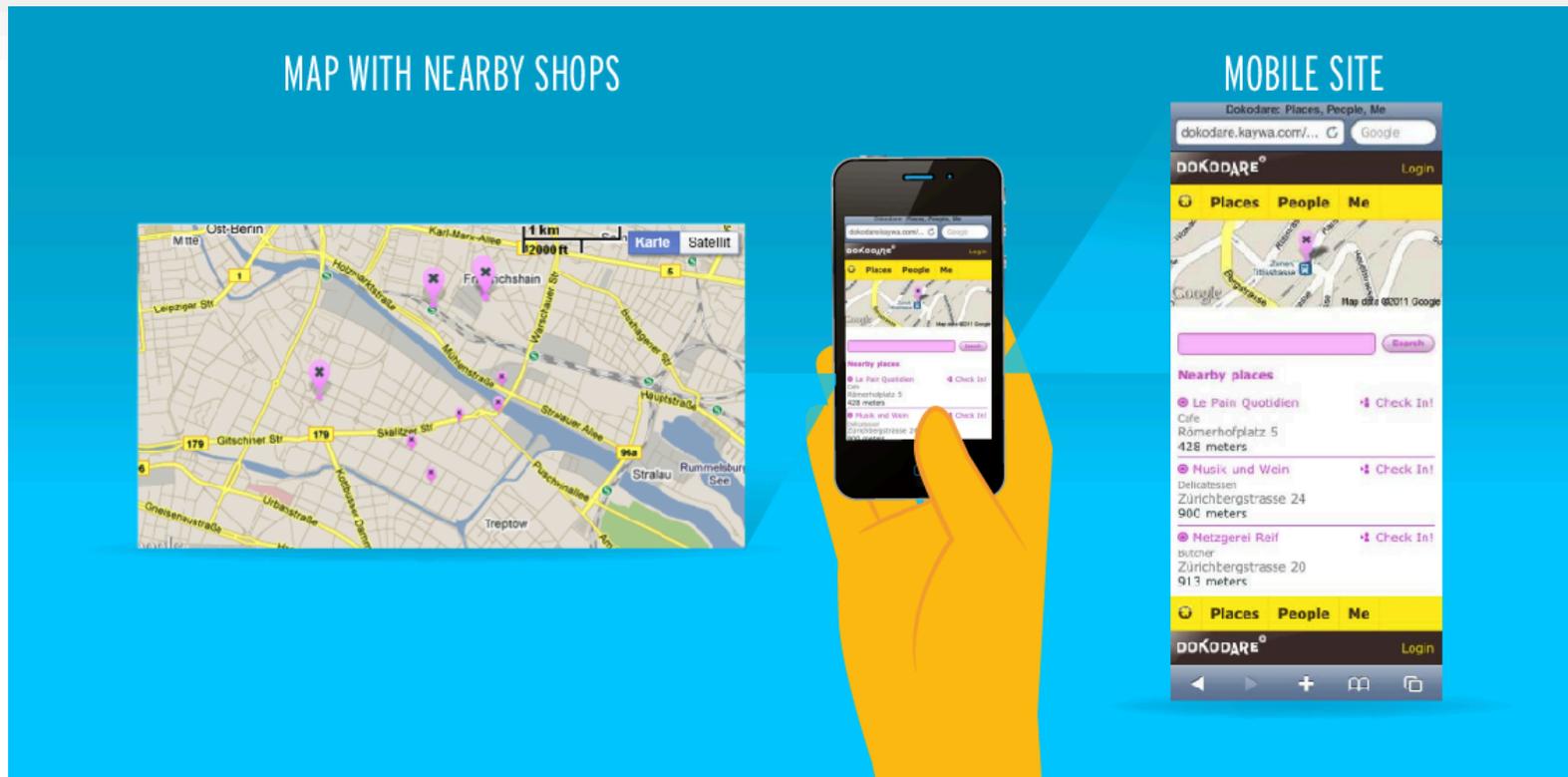
- Location based mobile guide (checkin via tag or geolocalization)
- Offers wide range of possible usages: social media platform, Shopfinder, Loyalty & Couponing
- Enables communication between people
- Enables communication between people and brands

## DokoDare: Social Platform



- Find your friends online, see where they are, what they say and do
- Recommendations: Find the comments of your friends concerning a place
- Classify your contacts into groups (private, business, friends, etc) to treat them differently
- Write messages and republish on all social media channels
- See your friends' activities (photostream, kaykus, checkins etc)

## DokoDare: Shop Finder



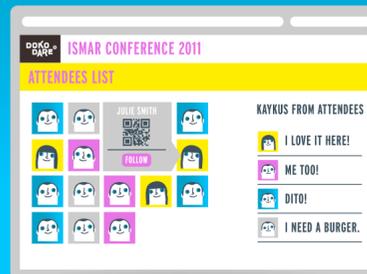
- Shows specific places around a user
- One single shop (or a group of shops) are able to push news directly to potential customers
- Brings people into your shops

# DokoDare: Event

QR CODE BADGES =  
VIRTUAL BUSINESS CARDS



EVENT WEBSITE =  
EVENT SOCIAL PLATFORM



WAYFINDING & MESSAGING



- Organise your event in a minute (tickets, badges, community)
- Participants get a mobile ID and a personal QR Code for their badge which
- enables them to join the mobile community or exchange v-cards among each other
- Gives you a direct channel to your participants

## DokoDare: Scavenger



- Involve people with a game!
- Brings potential customers into places (shops, bars, parks, cities, etc)
- Let people discover your brand (history/ products/ offers) and give them a unique experience
- Perfect fit with social media activities based on the game character. Suitable for children and adults
- easy setup, publish the start code and observe the game unfolding (real time game results)

## Extended Packaging: Itempedia

### QR CODE EQUIPPED PACKAGING



### SCAN TAKES YOU TO MOBILE SITE

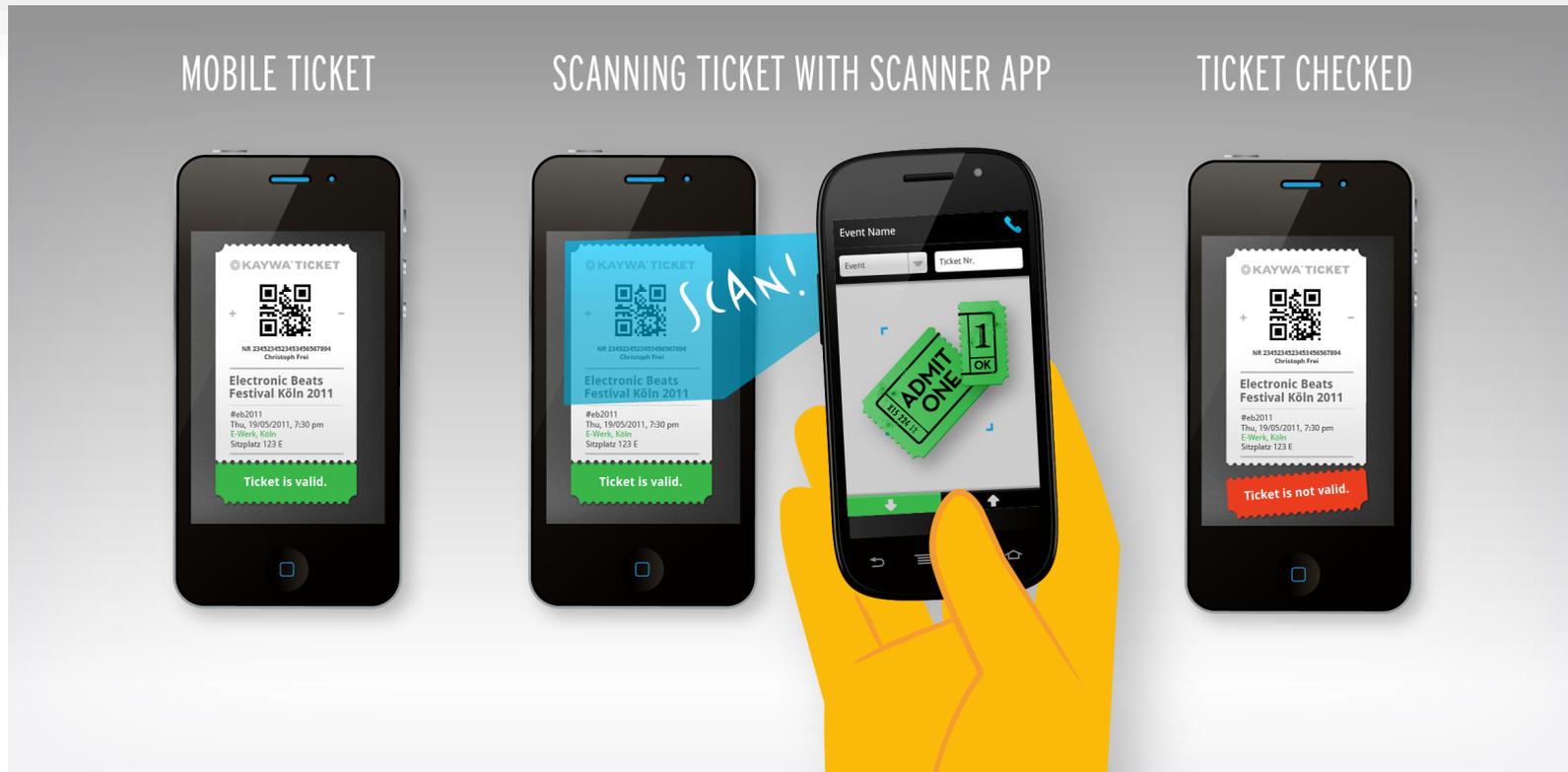


### BUY / REORDER / LEARN EVEN FROM HOME



- Links products with publicity infos or even videos online
- Links products with „how-to“ information (instructions, recipes, etc)
- Reduces the need of consulting services in the shop
- Let your customer buy products in your real shop, scan & order again at home!
- Let your customer buy products from a brochure, tv-spot or a sticker!

# Mobile Ticketing



- Kaywa Ticket Scanner App offers a solution without any extra hardware at the event entrance
- Completely mobile and paperless (or/and with printed tickets)
- Fast processing of tickets at event entrance
- Real time statistics
- Various settings to adapt to the needs of the event