

T O D A Y

SHARES

OR PINS

S T A Y D I G I T A L



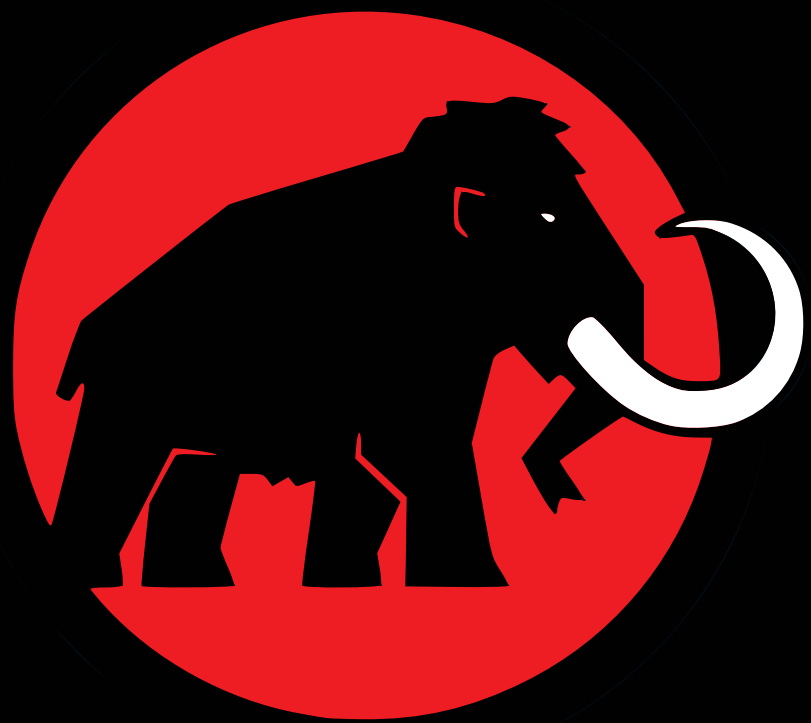
REALLY?

STRATEGY

BRINGING ONLINE FAVOURITES AND
SOCIAL RECOMMENDATIONS IN-STORE,
ALLOWING FOR THE BEST OF ONLINE
BUT WITH THE ADDITIONAL TOUCH
OF CUSTOMER SERVICE AND
BEING ABLE TO TRY ON
AND TOUCH THE PRODUCTS.

CHANGE

WITH
PROTOTYPE
INSTALLATIONS IN STORES OF



MAMMUT®

SIMPLE

BY INNOVATING THE

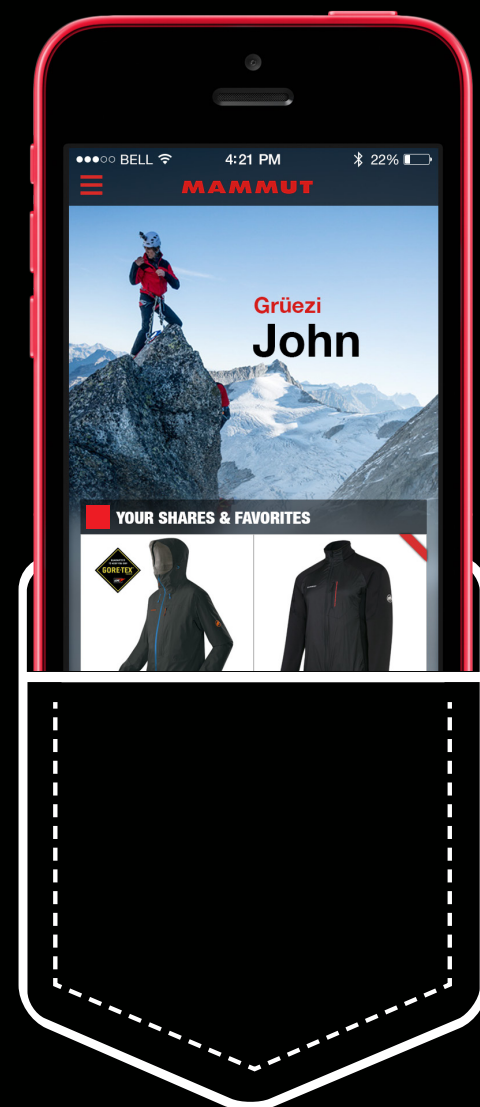
beaconstore

— DIGITAL INFRASTRUCTURE —

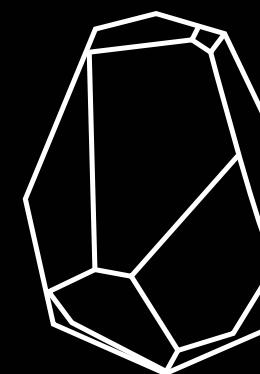
Share/Pin



Saved in Mammut Store App.
By using the **Beacon.Store API**



Bluetooth Smart
iBeacons



Visual Guidance
Philips Hue



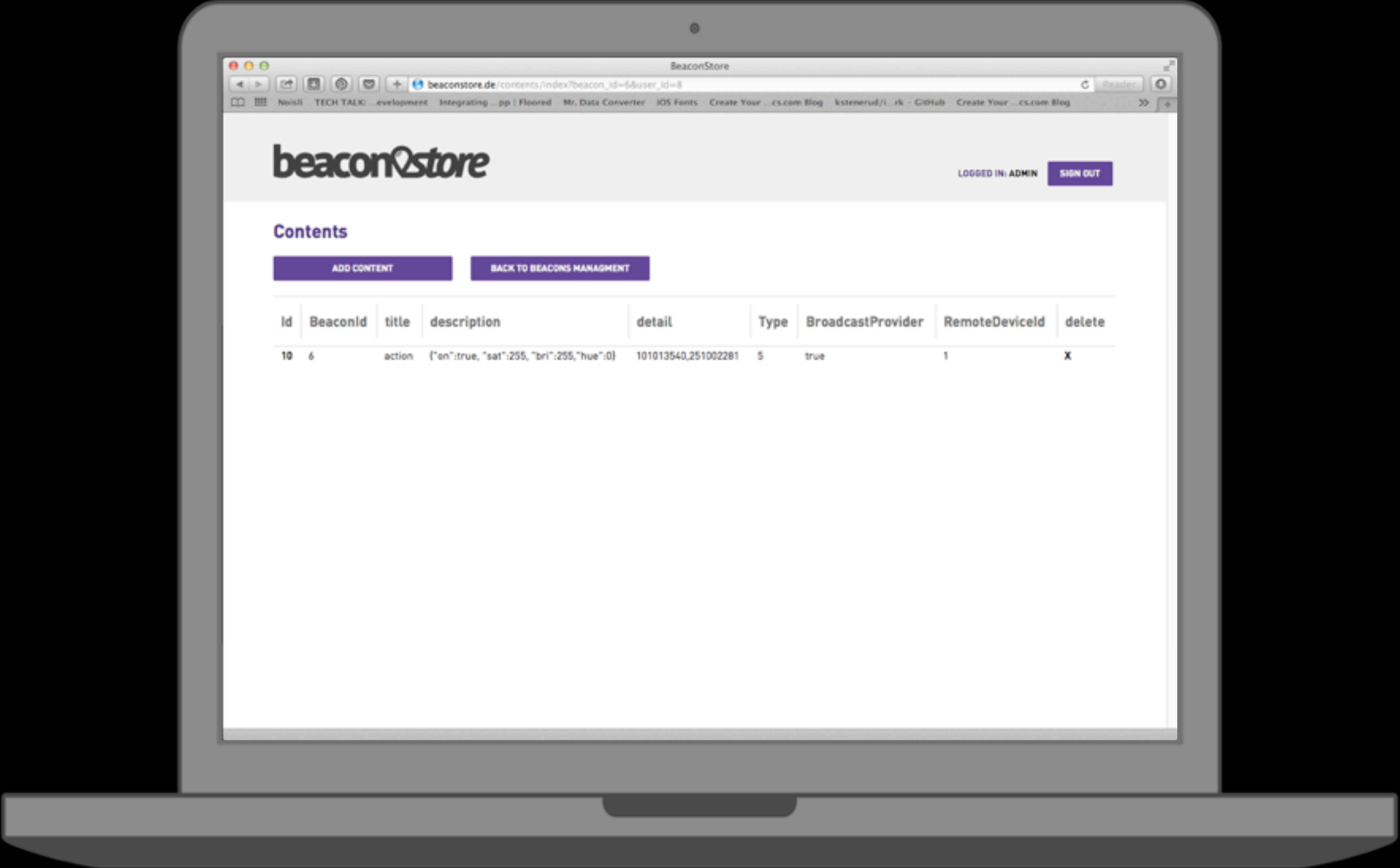
DIGITAL INFRASTRUCTURE: **BEACON.STORE**

A
HANDSFREE
SHOPPING
EXPERIENCE

BEACON.STORE IS

OPEN SOURCE

BECAUSE BEACON'S CAN TRIGGER CUSTOM EVENTS
OR DEVICES LIKE PHILIPS HUE, ARDUINO ETC.



BeaconStore

beaconstore.de/contents/index?beacon_id=6&user_id=8

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Contents

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Id	BeaconId	title	description	detail	Type	BroadcastProvider	RemoteDeviceId	delete
10	6	action	["on":true,"sat":255,"bri":255,"hue":0]	101013540,251002281	5	true	1	X

ONE API


















TO CONNECT ONLINE & OFFLINE
AND IMPLEMENT IT IN YOUR APP.

ACTIVE BEACONS

ADD A BEACON

MANAGE CLIENTS

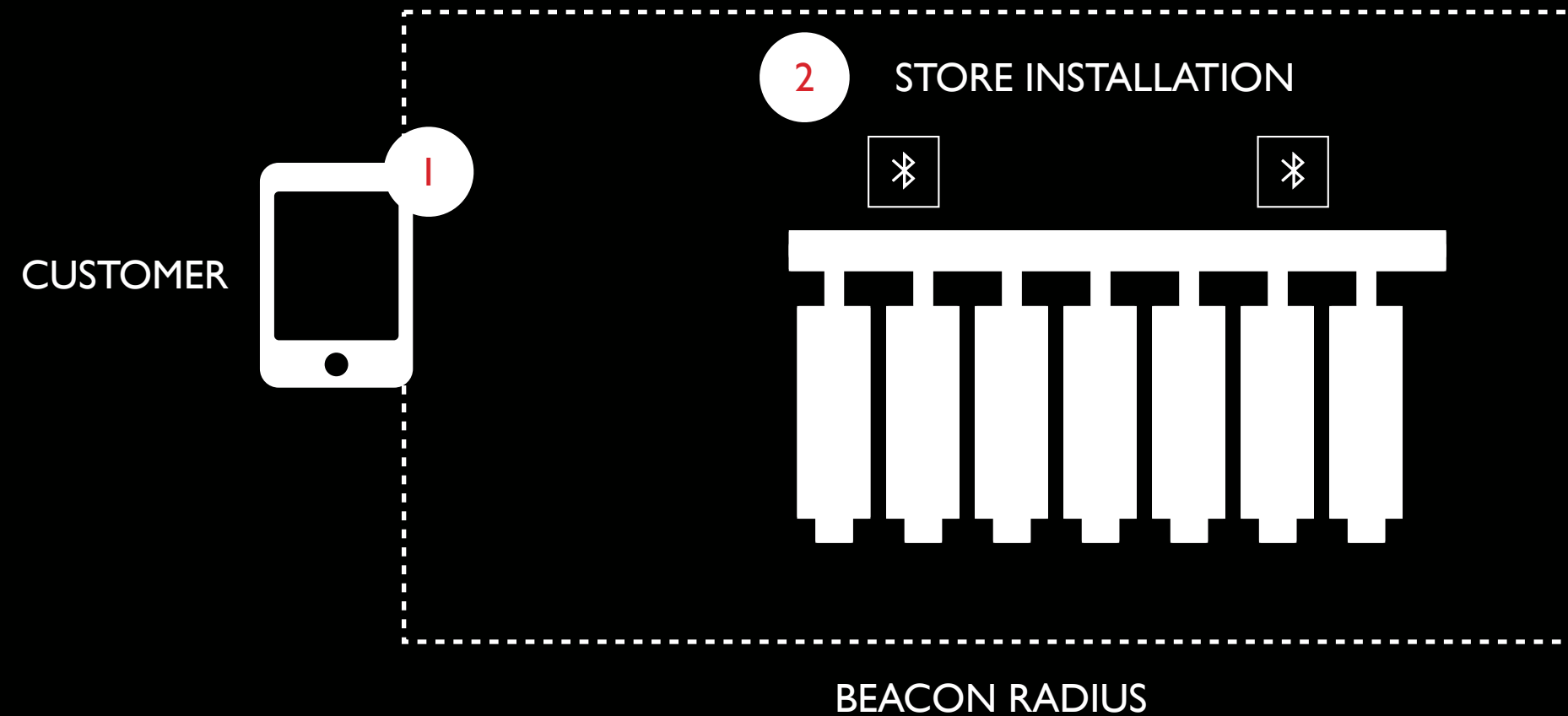
MANAGE TYPES

Beacon	Content	identifier	proximity_uuid	client	major	minor	isBroadcasting	delete
1		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	1	1		X
2		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	1	2		X
3		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	1	3		X
8		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	2471	51653		X
9		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	5902	50461		X
4		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	10917	63212		X
7		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	52567	3415		X
5		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	55087	16747		X
6		com.mrm.space	db757dea-7535-433b-84fc-9d1096c948d6	MRM	64440	32865		X

TECH

CUSOMTER PERSPECTIVE

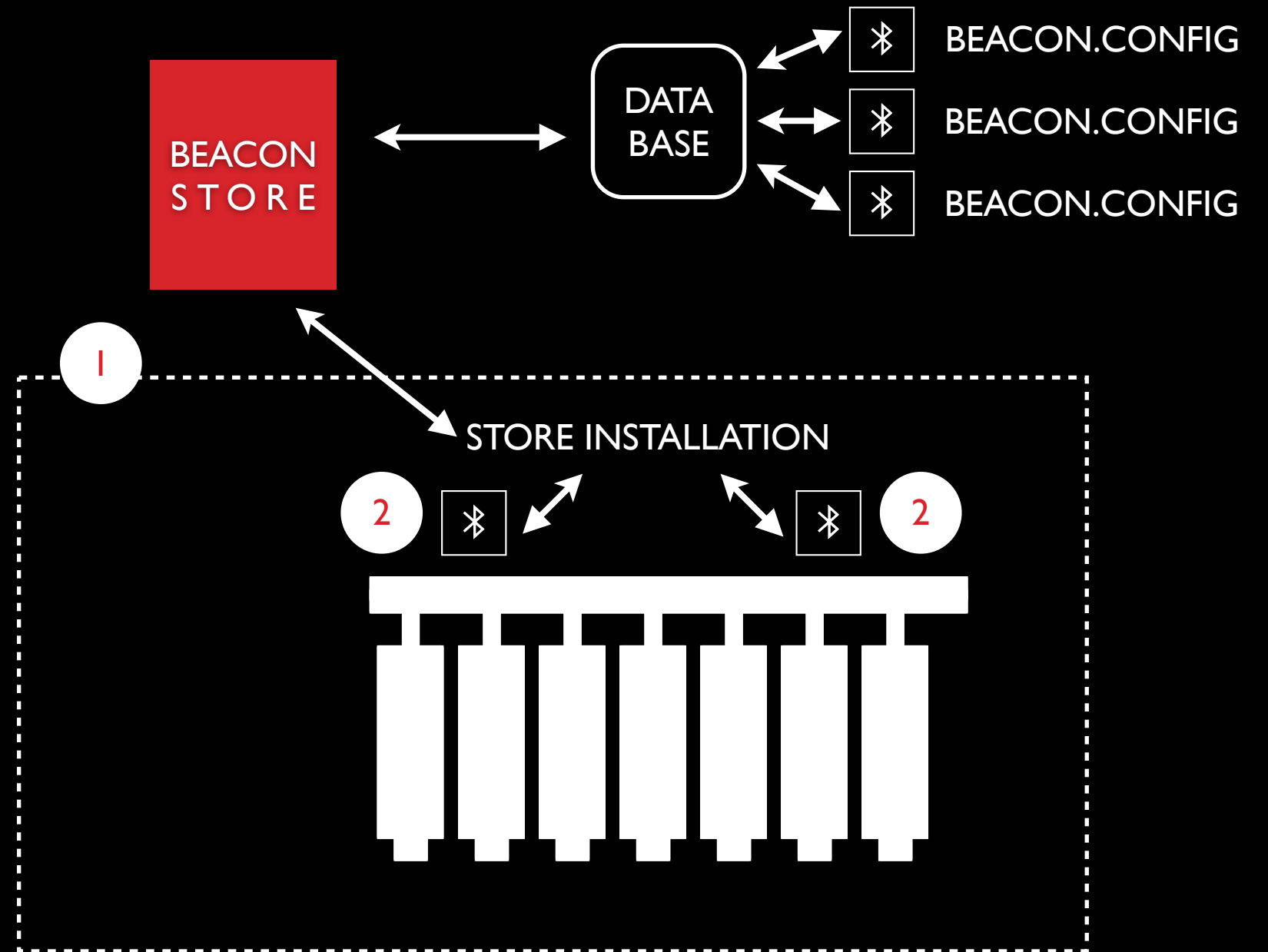
1. Client enters Shop-Beacon-Radius
2. Shop installations react on client-entry, e. g. turn on light
3. Beacons trigger actions on client movement in store



STORE PERSPECTIVE

1. Shop owner performs Beacon-Shop-Setup by himself via webbrowser

2. Shop owner configures for each beacon desired interaction in store or within app by himself
Shop updates are available in realtime. No further App-Review-Process required.

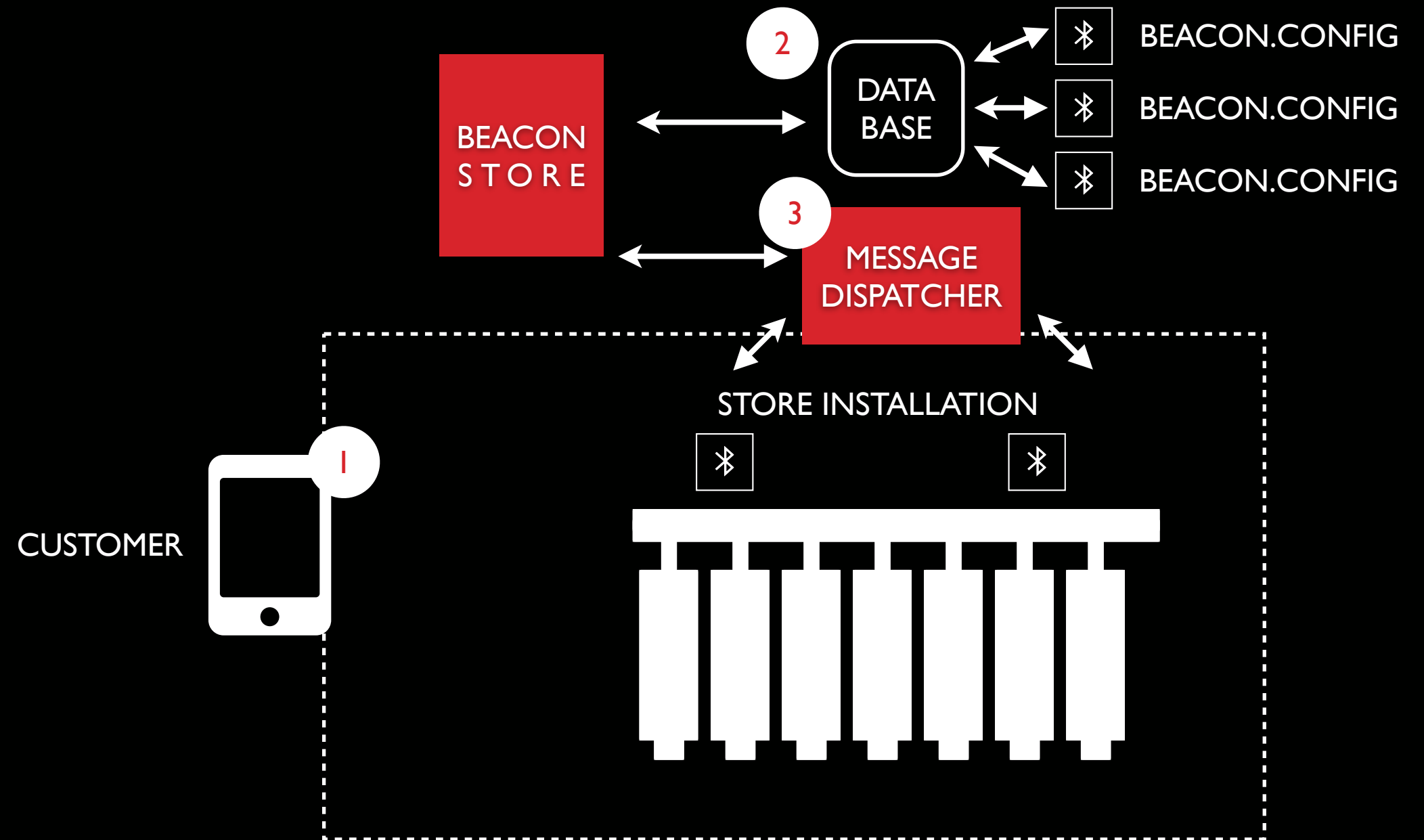


INFRASTRUCUTRE

1. App reads updated Shop configuration on Shop entry event triggered by Beacon.

2. Beacon configuration for Shop is fetched from Database.

3. Beacon.Store processes Shop configuration and triggers available Actions via Message Dispatcher.



INSIGHT STORY FROM



CONTAGIOUS

ABOUT BEACON.STORE

CONTEXT IS KEY

BEACONS ARE A COST-EFFECTIVE, EASY WAY TO TRACK PEOPLE AS THEY COME IN STORE, AND GIVE SHOP ASSISTANTS THE RIGHT INFORMATION TO BETTER RECOMMEND PRODUCTS THAT SHOULD HELP LEAD TO CONVERSIONS.

MOBILE - ALREADY USED BY PEOPLE AS THEY SHOP - IS A GOOD WAY TO DELIVER ADDITIONAL INFORMATION AND VIDEO CONTENT, SHOULD PEOPLE WANT IT. THAT'S PART OF A WIDER TREND WE'VE SEEN AT CONTAGIOUS, CALLED CONTEXTUAL INTEGRATION - USING REAL TIME LOCATION, WEATHER AND PERSONAL DATA TO TARGET PEOPLE AT THE RIGHT TIME WITH THE RIGHT MESSAGE. THE COLOUR-CODED SYSTEM WITH PHILIPS HUE IS NIFTY.

P L E A S E

WATCH

C A S E M O V I E