

# TECH BELT

## Technology Summit

**ARMSTRONG**<sup>®</sup>  
BUSINESS SOLUTIONS

**TECHNOLOGY THAT MATCHES ANYBODY...  
VALUE THAT BEATS EVERYBODY.**

Dedicated Internet Access • Metro Ethernet  
Point-to-Point • Point-to-Multi Point • Mesh Network  
Business Telephone • Television Services



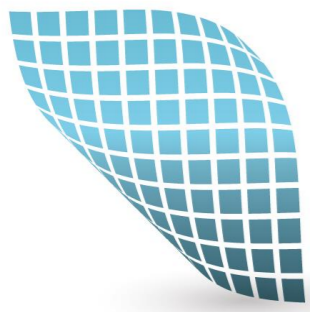
People



Purpose



Passion

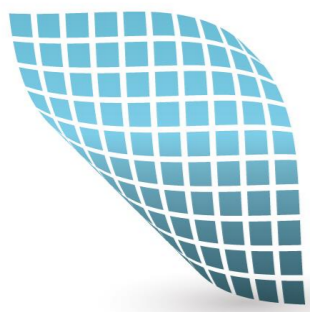


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# MOBILE ENGAGEMENT

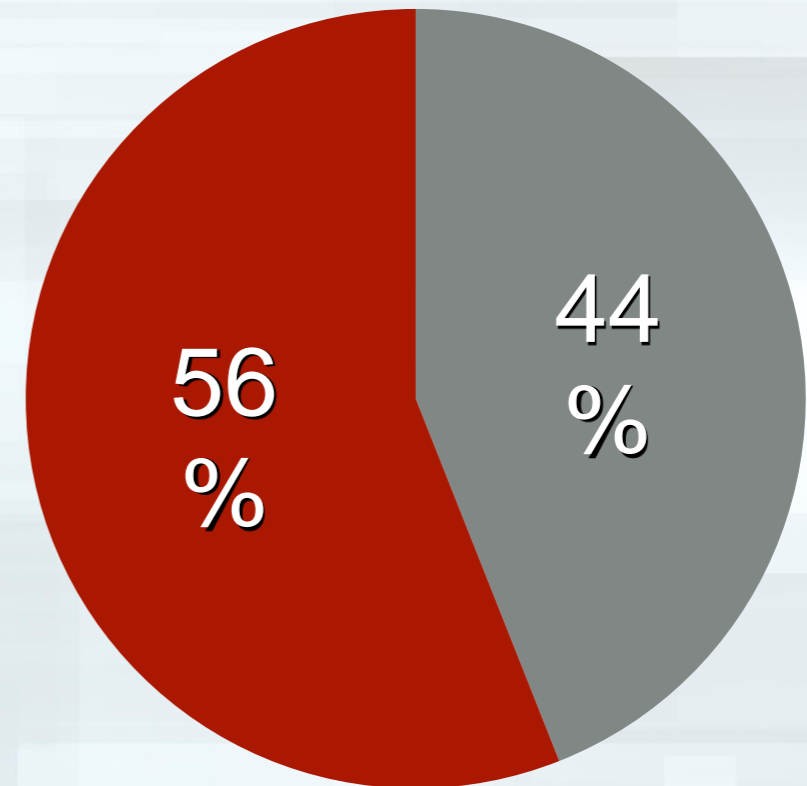
and Proximity-Based Messaging



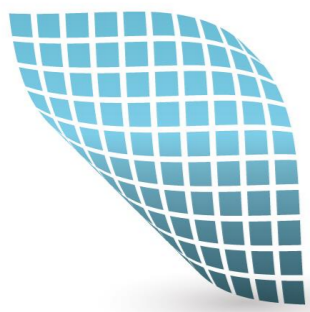
## MOBILE ENGAGEMENT

STATISTICALLY SPEAKING

56% of American adults  
are now smartphone  
owners.



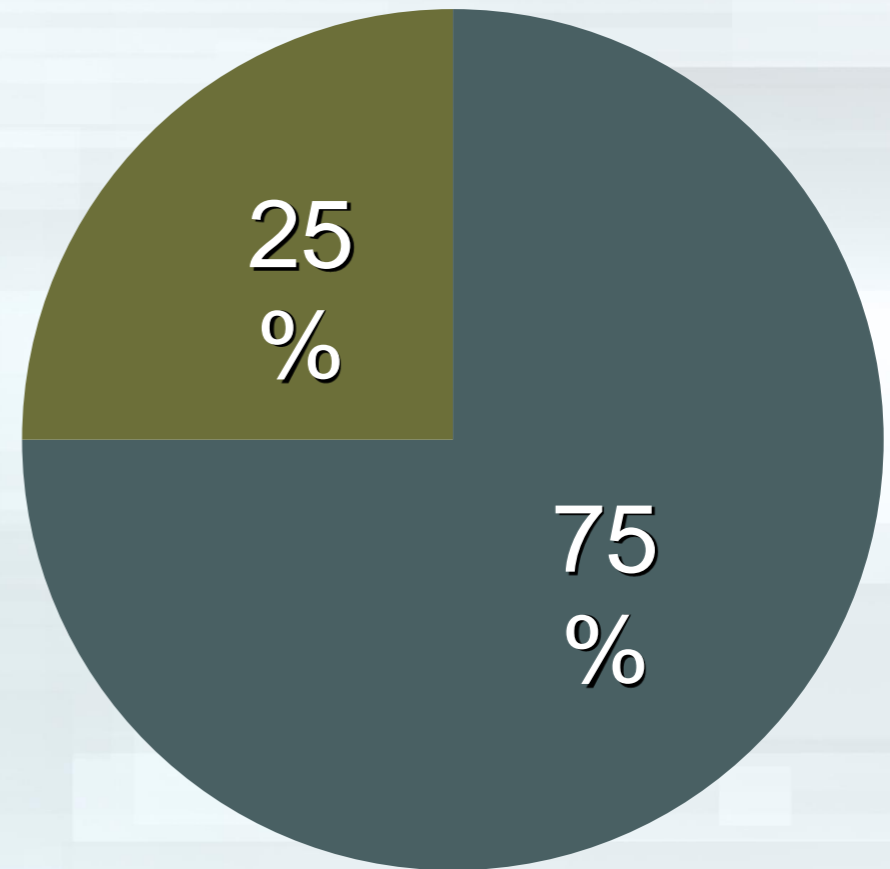


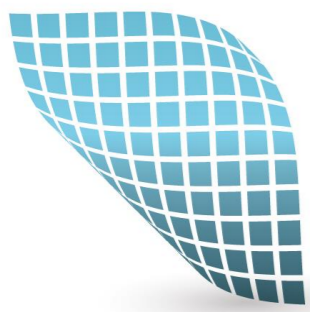


## MOBILE ENGAGEMENT

STATISTICALLY SPEAKING

75 percent of Americans  
bring their phones to  
the bathroom.

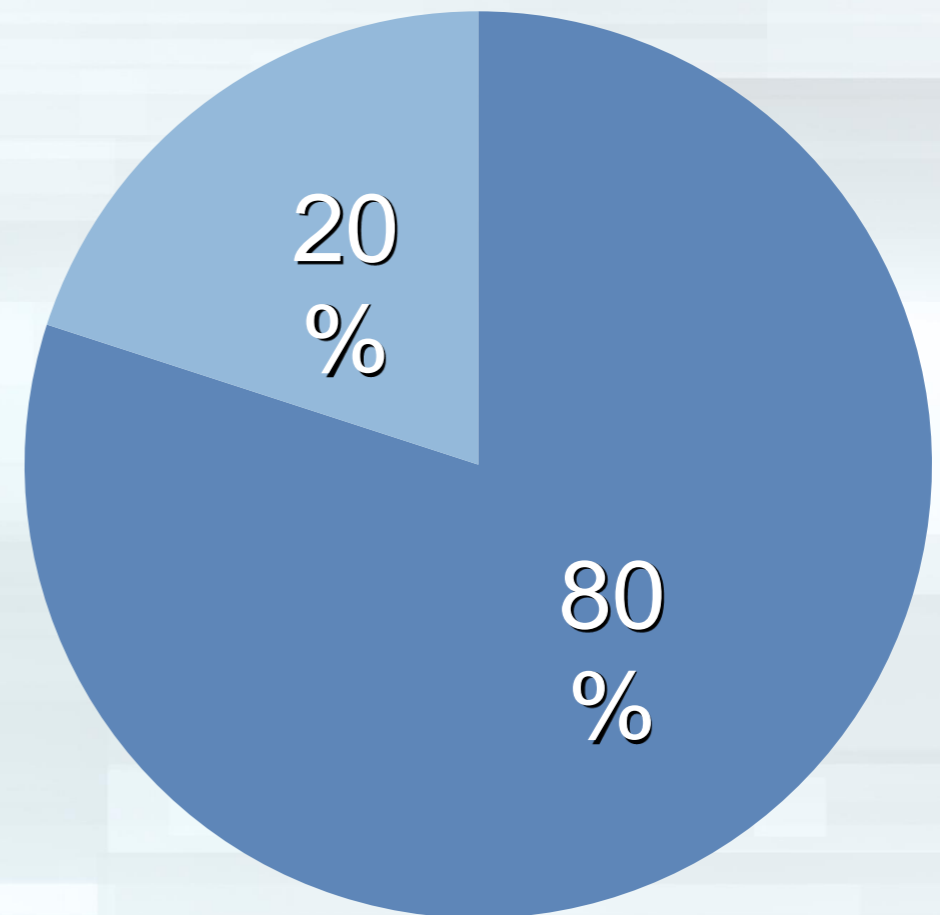


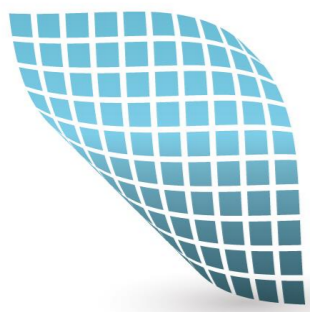


## MOBILE ENGAGEMENT

STATISTICALLY SPEAKING

80% of smartphone owners want more mobile-optimized product information while they're shopping in stores





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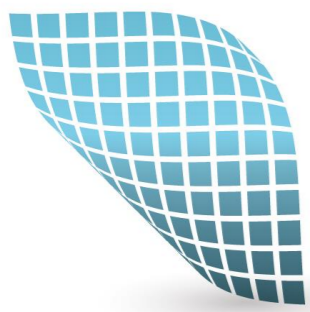
## MOBILE ENGAGEMENT

### STATISTICALLY SPEAKING

We better make everything mobile friendly! Duh.

But that's not enough!





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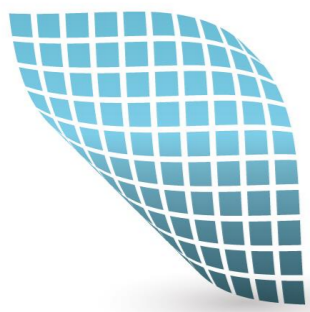
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# MOBILE ENGAGEMENT

WHAT DO YOU MEAN!?!

- Compatibility is not engagement!
- Must create a “need” in order to reach audience
- “Give and Take” relationship

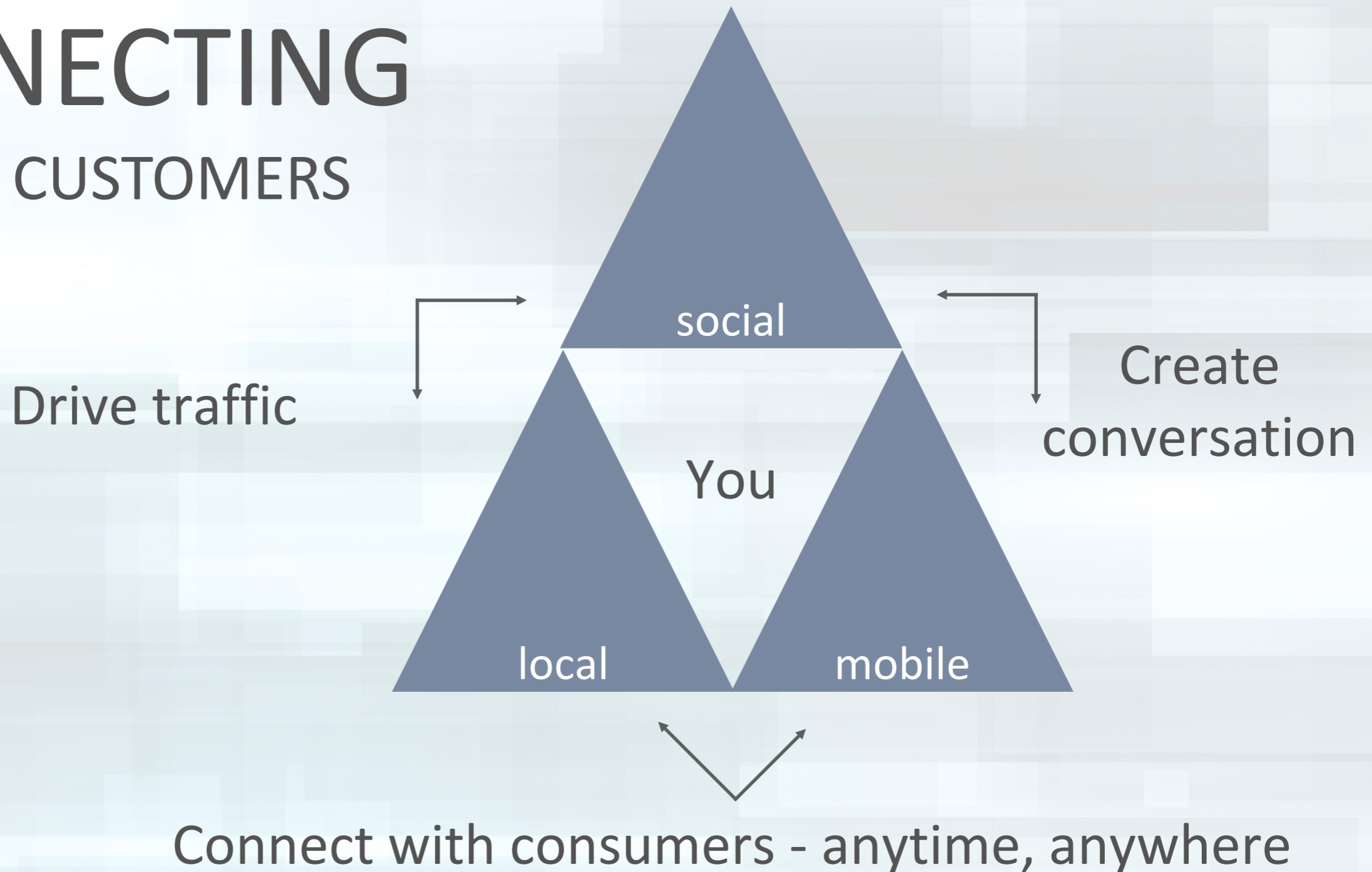




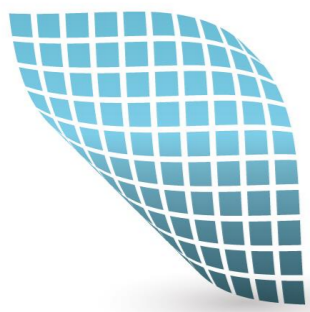
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## CONNECTING TO YOUR CUSTOMERS







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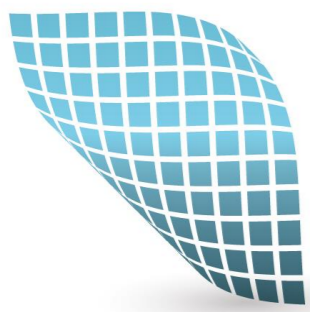
# CONNECTING

A THREE STEP PROCESS

Create a mobile  
social presence

Engage your  
audience  
with campaigns

Use mobile to  
drive business



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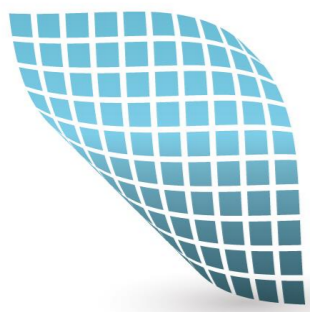
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# ENGAGEMENT METHODS

CREATE A PRESENCE: ENHANCED ACCESSIBILITY



Ensure branding and media is available across all platforms



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# ENGAGEMENT METHODS

## ENGAGE YOUR AUDIENCE: WALL POSTS

Don't treat the page  
like an advertising platform  
Use all the functions  
provided:

- polls
- questions
- photos/videos

What is your browser of choice?

<input type="checkbox"/>	Mozilla Firefox	
<input checked="" type="checkbox"/>	Google Chrome	
<input checked="" type="checkbox"/>	RockMelt	
<input type="checkbox"/>	Safari	
<input type="checkbox"/>	Internet Explorer	

You're about to post your first question

What's the ground speed of an unladen swallow?

Your question will be visible to the people you follow and will also appear in your feed.

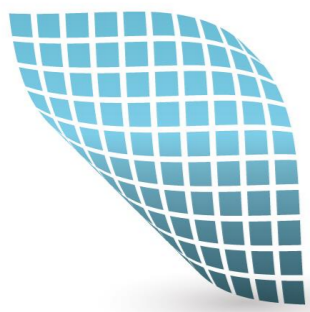
Not sure what to ask? Check out some recent questions.

National Armory  
Posted by Rob Palo [?] · March 7

#Spring is 13 days away, and a #camping trip sounds pretty good to us right now. What's your favorite outdoor activity when it's warm?







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# ENGAGEMENT METHODS

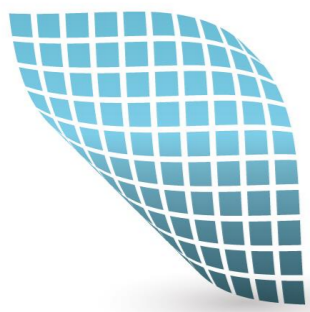
USE MOBILE TO DRIVE BUSINESS: MOBILE APPS

Convert popular assets  
to mobile platforms  
Use all the functions  
provided:

- geo-location
- camera input
- instant updates







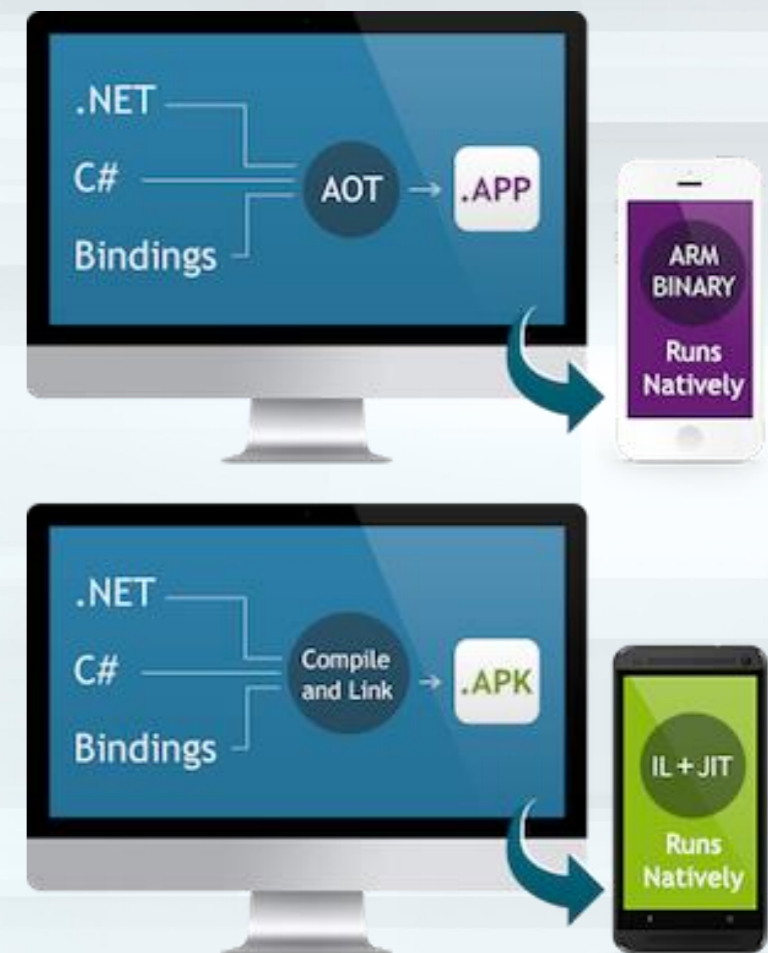
## CROSS-PLATFORM ENGAGEMENT

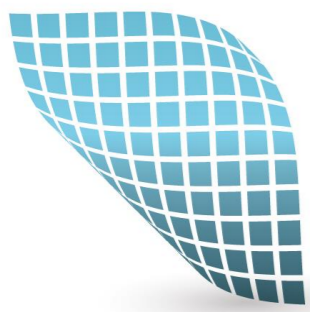
COST & TIME EFFECTIVE APP CREATION

Many mobile OS

- iOS
- Android
- Windows Phone
- Other

Must create one code source to “rule them all”

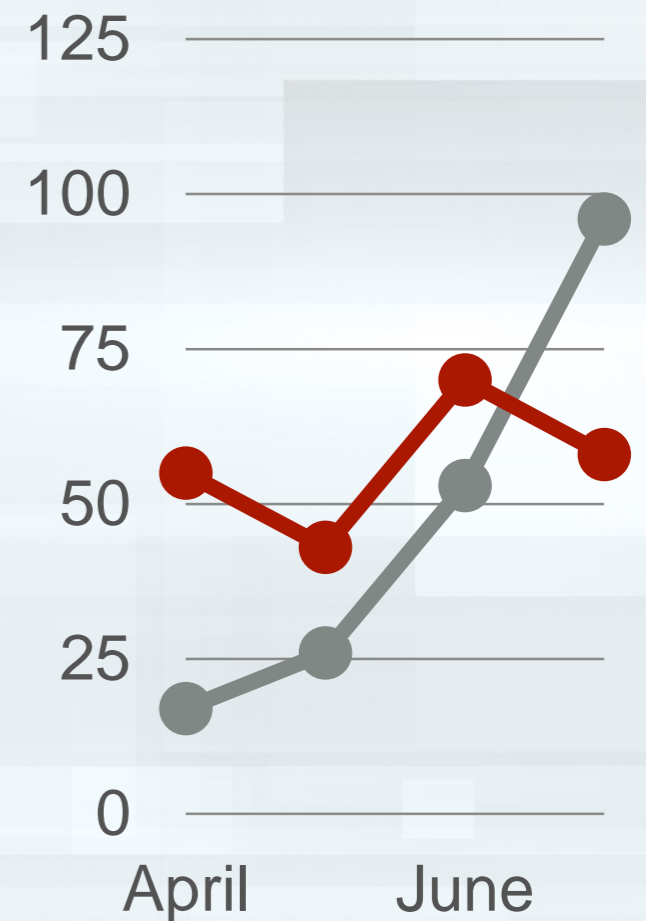


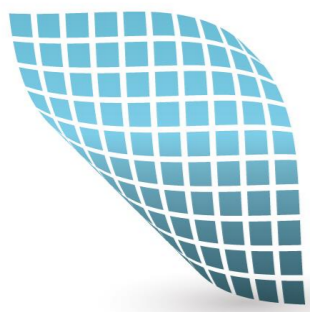


## MOBILE CONVERSION

### INSIGHTS AND PROFIT FROM AUDIENCE

- New product introductions
- Feedback for business decisions
- Collect insight for the future
- Exclusive offers for mobile users





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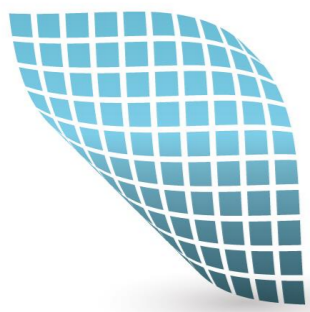
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# PROXIMITY BASED MESSAGING

REAL WORLD CONTEXT FOR YOUR APPS

- Personalized micro-location based notifications directly to devices
- Standardized APIs to push data to apps
- iOS/Android compatibility over Bluetooth LE

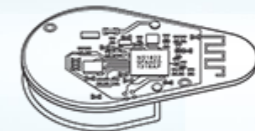
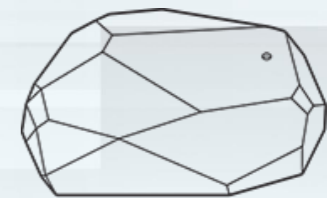




## PROXIMITY BASED MESSAGING

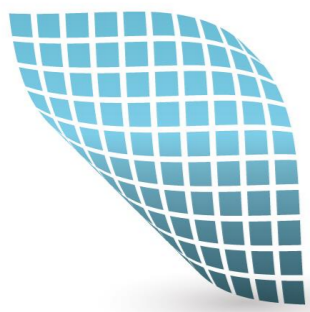
### IBEAACON COMPATIBLE HARDWARE

- Built-in Bluetooth® 4.0 chipset
- Transmits 2.4G Hz signals  
- 4" to 200' effective range
- 2 year battery life







estimote

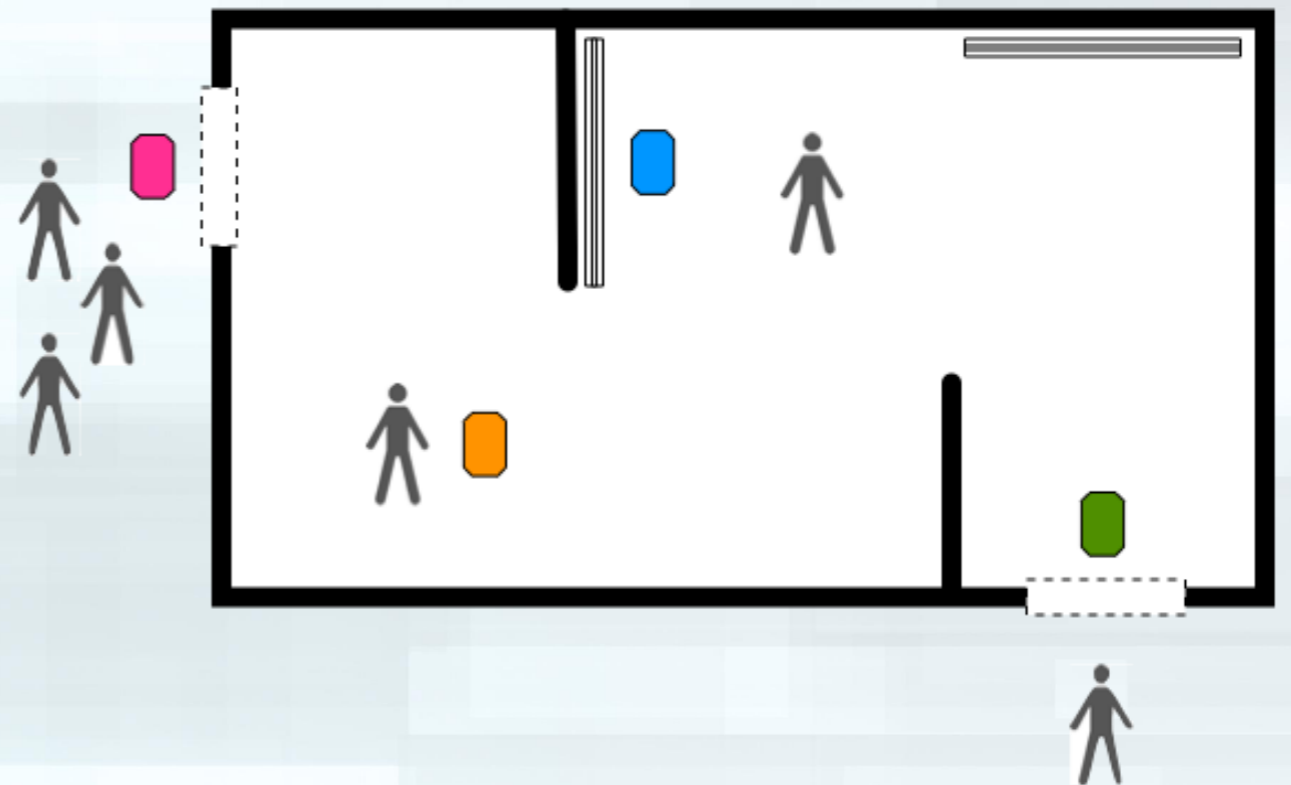


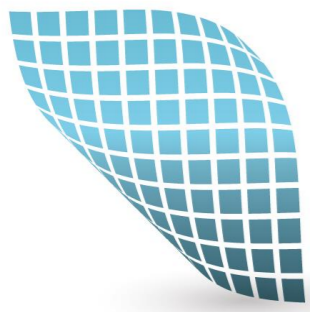


# PROXIMITY BASED MESSAGING

## IBEACON USE CASE OVERVIEW

-  Proximity Based Messaging
-  Check-in Coupons
-  Indoor Location Notification
-  Contactless Payments



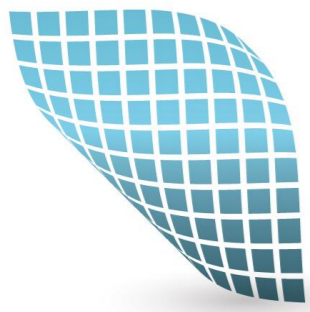


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# PROXIMITY BASED MESSAGING

IBEAACON

DEMONSTATION



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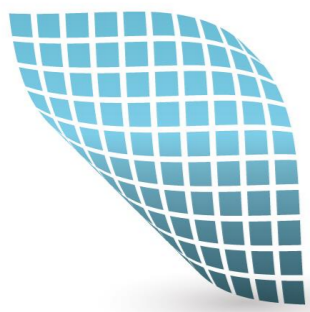
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## MOBILE ENGAGEMENT

and Proximity-Based Messaging

QUESTIONS





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People



Purpose



Passion