

EXPERIA™

THE ENHANCED SHOPPING EXPERIENCE

An enhanced shopping experience with discount offers and spot bargain coupons to visitors within range of point-of-sale

EXPERIA™ is the next generation shopping experience, wherein a person within the vicinity of a shopping mall, arcade, cinema, restaurant or any store/point-of-sale receives multiple discount offers or spot bargains in the form of coupons on his cellphone, sent from a device mounted within the premises. †

These discount ad coupons are customized and sent by mall owners on behalf of merchant shops within their premises for a nominal charge to the merchant per coupon sent. The merchant easily recovers and gets high returns on his ad spend even through a tiny incremental sale. The mall owner benefits through quick break-even followed by steady upward income and increased publicity of his venue as a popular shopping destination. The system can also be deployed by merchants within single store or stand-alone premises.

The coupons can be utilized by the shopper within a predefined period as well as passed on to others on their cellphones multiple times. If these passed-on coupons result in sales, the sender accumulates incentive points which can then be redeemed.

EXPERIA™ is a unique device that converts passers-by into visitors, visitors into customers, and customers into frequent and loyal patrons. Its all-round benefits result in increased business and turnover for vendors and merchant clients as well as an enhanced shopping experience for customers.

Location based bargains directly to cellphones of potential customers



SAMPLE COUPONS



Mounted device with 4 antennas

200 mtr cellphone pickup range via ISM band

Discount offer coupons sent to potential customers within range of sale location

Customer incentives to also pass on coupons to other cellphones outside range

All-round benefits to mall owners, merchants and shoppers

All-round Benefits

MALL OWNER

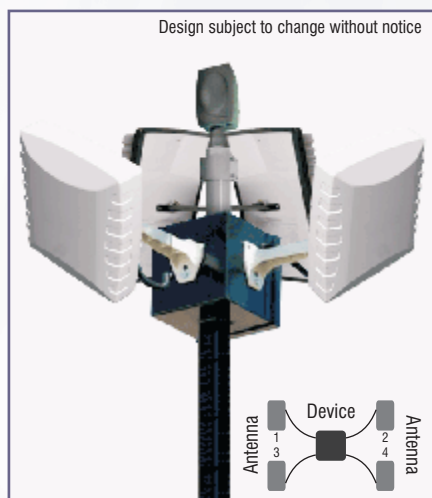
- Low operating cost
- Early break-even
- Steady upward income flow
- Increased publicity
- Expanded visitor profile

MERCHANT

- Captive target audience
- Increased footfalls
- High returns on ad spend
- Customization options
- Passed-on coupon is free ad

VISITOR/CUSTOMER

- Enhanced experience
- Attractive discount offers
- Can also pass on coupons
- Incentive points for pass-on
- Loyalty rewards

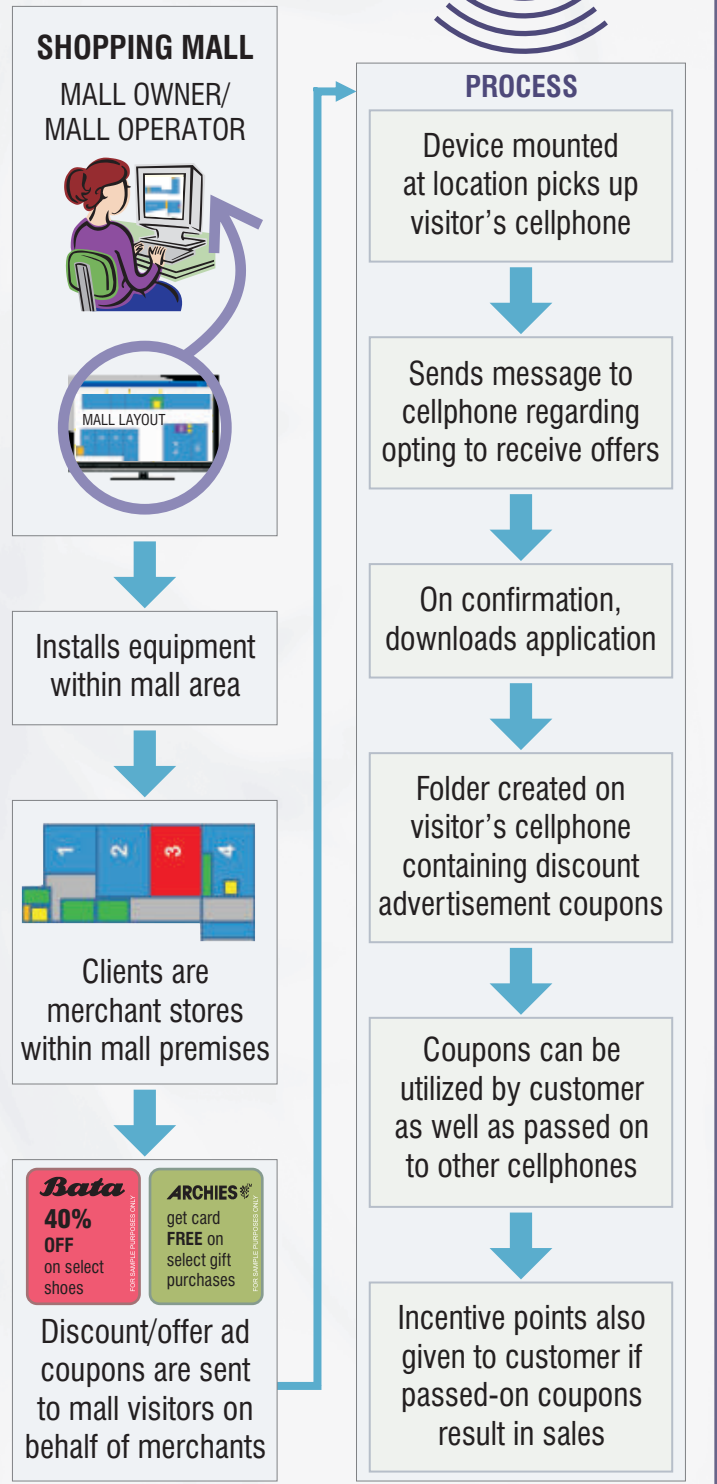


Terms and Conditions:

The system configuration of installed devices is dependant on mall layout in order to ensure adequate coverage of the premises.

*Offers are sent to customers only after a prior opt-in message is sent and customer confirmation is received.

Target Flow



Essen reserves the right to modify specifications without notice.

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