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## ISM TRACKING – EXPERIA SHOPPING

### flash demo



- Spot Offers
- Dynamic Targeted Sales
- Enhanced Experience
- Coupon Distribution

- benefits to mall owners
- benefits to merchant stores
- benefits to shoppers
- greater publicity
- increased business
- higher ROI



Corporate Profile



US Patent



Indian Patent

### case studies



## the Xtenna™ advantage

### tags

PERSONNA™

PARKA™

GENERA™

METALLICA™

µMETALLICA™

MICRA™

ACQUA™

BOVINA™

LIBRA™

SOLANNA™

### devices

Xtenna PLUS™

Xtenna Proximity™

Handy Scanna™

Handy Scanna PLUS™

Xtenna Hybrid™

PORTA™

Bibliotenna™

ERF-211E

ERF-711E

STRADA™

LOGISTRA™

EXPERIA™

### middleware

Xtenna WebToolkit™

Xtenna Studio™

Microsoft BizTalk Server  
EsSEN PROVIDER/CONNECTORS

Certified for  
IBM WebSphere.  
software  
EsSEN AGENT/CONNECTORS

EsSEN's devices can be easily integrated to Microsoft BizTalk, IBM WebSphere Premises Server and EsSEN's own Xtenna Studio™ Middleware Platforms, providing enterprise level seamless connectivity with Middleware, Paid/Free Databases (IBM DB2, Oracle, MySQL) and ERP applications (SAP)

### additional application domains

