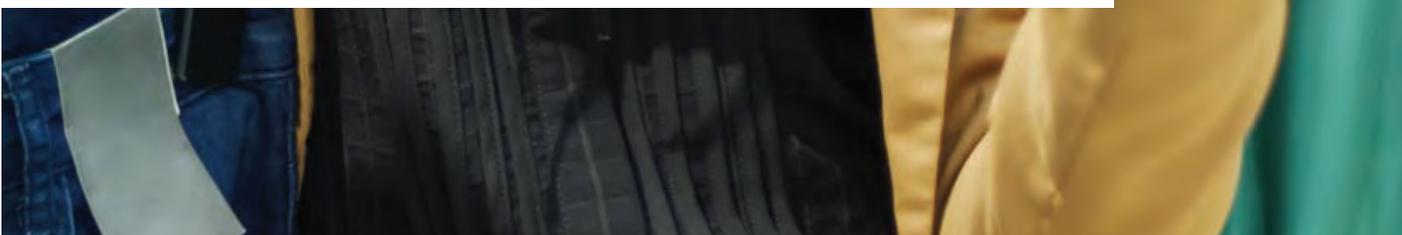




MPact Platform for Mobile Marketing

NEW RULES OF IMPACTFUL CUSTOMER ENGAGEMENT





WHEN A SHOPPER OR GUEST ENTERS YOUR STORE OR HOTEL, IT'S AN OPPORTUNITY TO ENGAGE AND ELEVATE THE CUSTOMER EXPERIENCE.

And with MPact, you will.

You want to deliver the best possible service, maximize income potential and earn a repeat visit. And with MPact from Zebra, you can. MPact provides real-time location information on every customer in your facility, allowing you to change the rules of engagement. Now, you can create the most customized and personalized experience possible for every customer, on every visit, based on their personal preferences. You can extend targeted and timely offers that save your customers time and money while incenting customers to spend more per visit — and you can deliver the information your customers want in a split second. The result? More revenue per customer. More satisfied customers. And more repeat visits.





Top 5 MPact Advantages

1

Unequaled value
— know where your customers are inside your facility and deliver the most personalized service possible for less than two cents per customer visit per year (pricing may vary based on actual installation)

3

Unbelievably easy deployment
— deploy in the morning, access and act on locationing data in the afternoon

4

The flexibility of three levels of locationing, from presence in your facility to “GPS-style” micro-positioning within 3 ft./1 m

2

Unification of both Wi-Fi and Bluetooth® Smart locationing information in a single system, with end-to-end locationing visibility and analytics

5

Support for the private and public cloud, providing the superior deployment flexibility required to meet the needs of any size business

With this first of its kind powerful locationing engine, you can utilize multiple technologies in the mobile phones your customers are carrying — Wi-Fi and Bluetooth® Smart — to determine where your customers are located and define the action you want to take based on their location. It’s fast, easy and cost-effective to deploy. It fits into your existing technology environment. And it allows you to consistently provide every customer with “personal shopper/concierge” style services right on the one device they always have in their hands — their personal mobile phone.

MPact your customers in **5** Easy Steps

1 DEPLOY



NO PAIN AND LOTS OF GAIN

MPact couldn't be easier to deploy. Set it up in the morning and enjoy rich location-based highly personalized automatic interactions with your customers in the afternoon. Easy-to-use highly intuitive screens make it easy to define what action you want to take based on where customers are located and monitor real-time customer location information on the fly to ensure proper staffing. And since MPact offers public and private cloud support, setting up the MPact server is easy, regardless of the size of your operations. Larger organizations with existing Network Operations Centers (NOCs) can deploy the MPact software on an on-premise existing server, while smaller stores that may not have full-time IT support can access MPact in the public cloud for easy and cost-effective deployment.

2 LOCATE



THREE POWERFUL LOCATIONING LEVELS

Once you are up and running, you'll enjoy MPact's three levels of locationing. Each level allows you to provide customers with different types of offers and different services.

Presence

Presence lets you know that a customer has arrived. Wi-Fi or Bluetooth Smart can detect when a customer walks in the door — and if your Wi-Fi coverage extends outdoors, you can be notified via Wi-Fi when a customer drives into your parking lot.

Zone

Zone allows you to use Wi-Fi or Bluetooth Smart to identify when customers are in specific areas of your facility, such as a specific department in a store, or the lobby or a specific restaurant in a hotel.

Position

Position allows you to pinpoint customer location. Wi-Fi offers five to ten meter accuracy (approximately 16 to 32 feet), providing visibility into which customers are in which aisles. Bluetooth Smart offers pinpoint GPS-style customer location within a meter (approximately three feet), providing visibility at the individual product level for retailers.*

*Distance is based on actual deployment scenarios, accuracy may vary.

3 TAKE ACTION



REAL-TIME ACTIONABLE INFORMATION

Extremely fast read-write operations provide a real-time picture of what is happening in your facility. For example, easy-to-read heatmaps that combine Wi-Fi and Bluetooth locationing technologies help retailers monitor the volume of customers in their facility and where they are located, allowing proper staffing in busy areas to reduce wait times and protect service levels. In addition, retailers can monitor the number of people who pass by a display and their dwell times, providing the intelligence required to take timely actions that can maximize promotion success. Hotels can improve service by sending timely special offers based on a guest's location and preferences. For example, guests passing by a restaurant in the hotel can receive a personalized 'welcome back' message along with a discount coupon for dinner, while guests walking past the spa can receive a special discount on spa services to help sell open spots in today's schedule.

4 ANALYZE



RICH TRENDING WITH A WEALTH OF HISTORICAL DATA

MPact can store location-based data for millions of customers. Summarized data can be stored for several years, providing visibility into trends that allow you to fine tune facility layout, purchasing and much more. For example, you can compare traffic patterns and customer behavior across facilities or in different areas of a facility to improve staff management. You can ensure ample staff is always available to deliver the best possible customer experience.

5 MANAGE

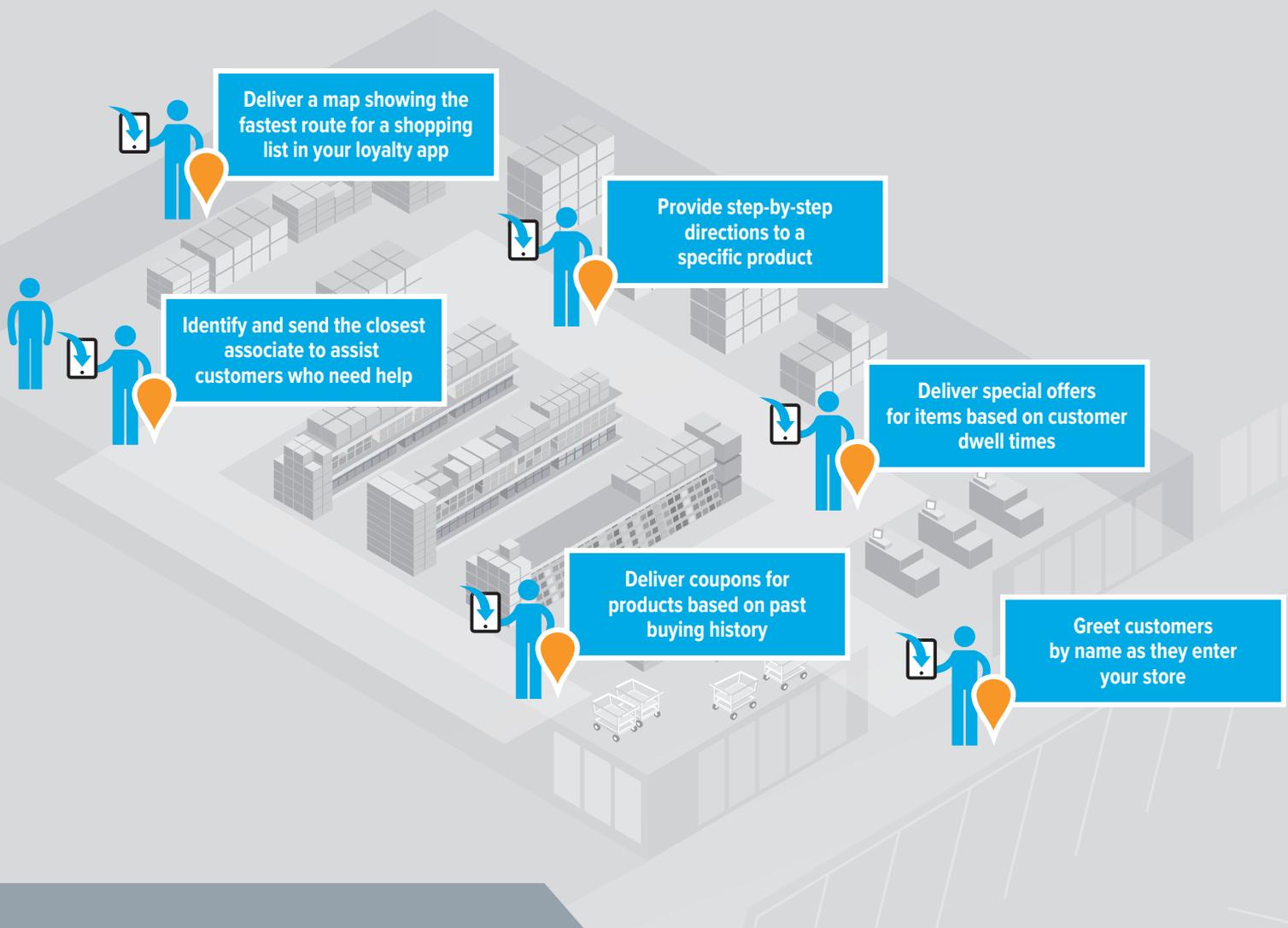


EASY CENTRALIZED REMOTE MANAGEMENT

Since the MPact Locationing and Analytics software is based on HTML5, you can access the system on practically any device through any HTML5-enabled browser — from a desktop computer to a laptop or tablet. And you get real-time remote visibility into the health of your Bluetooth Smart beacon batteries, so you know which beacons need a battery change before they expire — no need to retire batteries early to prevent solution downtime.

MPact your Retail Shoppers

MPACT TAKES PERSONAL ENGAGEMENT WITH SHOPPERS TO A NEW LEVEL BY LINKING TO THE ONE DEVICE SHOPPERS ALWAYS HAVE IN HAND — THEIR PERSONAL MOBILE PHONES.



THE RESULT?

- ✓ Less time spent shopping.
- ✓ More savings.
- ✓ Bigger baskets.
- ✓ And more return visits.

THE 5 KEY MPact COMPONENTS

MPact Locationing and Analytics Software



The MPact locationing and analytics software puts the universe of customer location information at your fingertips. Its HTML5 highly graphical user interface turns complex, rich location information into relevant real-time actionable information you can use to better engage with your customers and deliver a better customer experience that will earn repeat visits. This highly flexible application allows you to pull the data at any time or have the data pushed to you based on triggers that you define. Beacons can be grouped into categories and subcategories, allowing you to create the groupings you need to obtain the data visibility you want. And our REST Application Programming Interfaces (APIs) provide the ultimate in flexibility, allowing you to access and utilize MPact data in other systems, expanding the reach and the value of the MPact location information. For example, MPact might reveal heavy foot traffic at promotional display. But when you combine MPact traffic trends with information in your Point of Sale (POS) system, you can uncover whether those customers are just looking or are buying — and what day of the week and what time of day most of those sales occur.

MPact Beacon

MPact supports three different types of beaconing formats to meet a wide variety of needs:

iBeacon™ Mode

The Apple® iBeacon specification has three standard attributes that are used for identifying the location of the beacon and triggering an action — UUID and definable major and minor attributes. While loyalty or other applications do not need to be running in the foreground or background to report location information, this mode does not provide visibility into beacon battery status, making it time consuming and expensive to manage the beacon network.

Battery Save Mode

This mode provides maximum beacon battery life by minimizing the data that is transmitted — only two attributes are transmitted, the beacon's unique identifier and MAC address. Batteries last up to twice as long as the other modes, however, customers must launch the loyalty or other application when they enter your facility in order for you to determine location.

MPact Mode

MPact Mode delivers the best of both worlds. The loyalty application does not have to be running on shoppers' smartphones to obtain the location information needed for a highly-personalized engagement inside the walls of your store — and you get remote centralized visibility into beacon battery status. You know which beacons need new batteries and when, greatly reducing the cost of managing a beacon network.



WiNG 5 Access Points



Our comprehensive portfolio of access points provides high performance secure wireless networking plus locationing — presence, zone and position.

MPact Client Software Development Kit (SDK)



Integrating your mobile loyalty application with MPact is easy with the MPact Client SDK. The SDK includes sample applications, documentation and a library of clients that enable communications between the MPact beacon, the customer's iOS or Android™-based smartphone or other Bluetooth Smart enabled mobile device, your loyalty application and the MPact Locationing and Analytics Server.

MPact Installation Toolbox



This simple-to-use highly graphic mobile application makes deployment of MPact Beacon (Bluetooth Smart beacons in MPact hybrid mode) fast and easy. Just install the application on an iPad®, identify the locations where you want to install MPact Beacons on an electronic map in the application and scan the beacons as they are placed — no technical expertise is required.

MPact your Hotel Guests

WITH MPACT, YOU CAN USE YOUR GUESTS' MOBILE PHONES TO INCREASE THE NUMBER OF TOUCHPOINTS — AS WELL AS THEIR VALUE.



Provide information on points of interest inside the property, such as artwork



Provide customer directions to different areas in the hotel



Improve event services and provide customers with event analytics



Provide coupons and special offers based on guest location



Enable instant check-in on mobile phones — no waiting in line



Greet customers by name as they enter the hotel

THE RESULT?

- ✓ Savings for your guests.
- ✓ Increased revenue.
- ✓ A better guest experience.
- ✓ And more return visits.

Do you know where your customers are?

With MPact, you will.

With MPact, not only will you know when your customers arrive and where they are inside your store or hotel, you'll also have the power to take the action that will deliver the most value to your customer — and incent sales.

MPact from **Zebra**.

Indoor locationing, redefined.

FOR MORE INFORMATION, VISIT MPACT.ZEBRA.COM



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