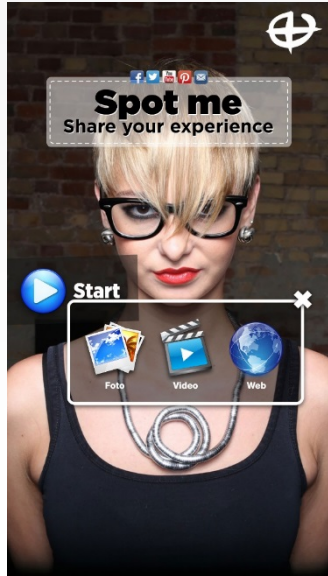




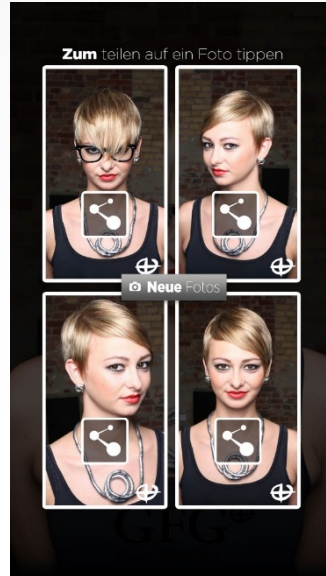
Spot me



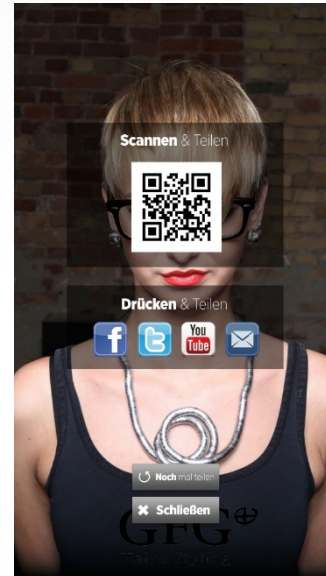
# Spot me 1.0 – FUNCTIONALITY



1. Take a picture or capture a video.



2. Pick your favourite.



3. Choose a way of sharing.



4. Share a picture or video instantly, together with a brand message.



# Spot me 1.0 – EXAMPLE OF USE



## Setting

- Red Bull Roadshow to promote „Soapbox“-Challenge in the UK
- Setup:
  - Spot me 21,5“
  - Soapbox
  - Background on canvas
- Guided event
  - Video played while user was sitting in a soapbox.
  - Then a picture was taken that was then shared, together with the branding.



## Spot me 1.0 – EXAMPLE OF USE





# Spot me 1.5 - FUNCTIONALITY



1. Choose person or graphic that should be part of the picture.

2. Take picture.

3. Share or send the picture with the individual branding.



# Spot me 1.5 – EXAMPLE OF USE



## Setting

- Fixed installation at Saturn Ingolstadt – Am Westpark
- Setup:
  - Spot me 42"
  - Wall integrated
- Permanent Promotion
  - More than 8400 pictures between 01/15 and 07/15!
  - More than 3400 clicks on „Share picture!“.
  - More than 780 sent pictures via mail.
  - More than 520 instantly on Facebook shared pictures.
  - Sharing via „QR-Code“ cannot be tracked and is therefore not even part of these statistics.





# Spot me 1.5 – EXAMPLE OF USE

MediaMarkt



# Spot me 1.5 – EXAMPLE OF USE

MediaMarkt





## Spot me 2.0 – FUNCTIONALITY

- 21,5“ or 42“ Touchscreen
- Integrated FullHD camera or Kinect
- Individually created branding for the furniture (sticker)
- Individual colours (powder coated, RAL colours)
- Integrated instant sharing through the terminal: Facebook, Twitter, E-Mail, QR-Code
- Individual branding:
  - Application: integrated logo graphics
  - On each taken picture through individually created and implemented graphics

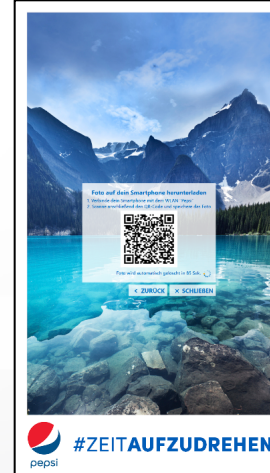


# Spot me 2.0 – EXAMPLE OF USE

- Free selectable backgrounds for taking pictures.
- Software and camera are able to identify people and to crop them.
- Sharing via QR-Code, Email, Facebook and Bluetooth (Android).

## Setting

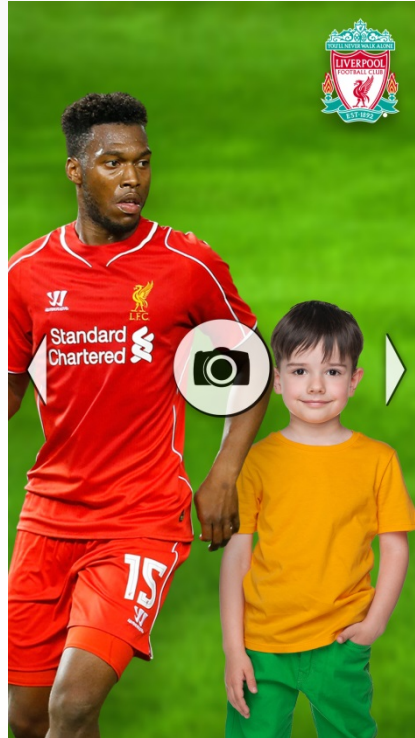
- Pepsi-Promo-Tour for one year in Germany.
- 7 Terminals in more than 80 supermarkets.
- Setup:
  - Spot me with Kinect 42"
  - Pepsi display in the food or beverages department
- Extending POS displays with an interactive brand terminal.





## Spot me 2.0 – AREAS OF USE

- Sports club shops
- Football, Rugby, Tennis



# Spot me 2.0 – AREAS OF USE

- Museums
- Educational centres
- Tourist Attractions
- Hotels





## Spot me 2.0 – AREAS OF USE

- Retail Stores
- Amusement Parks



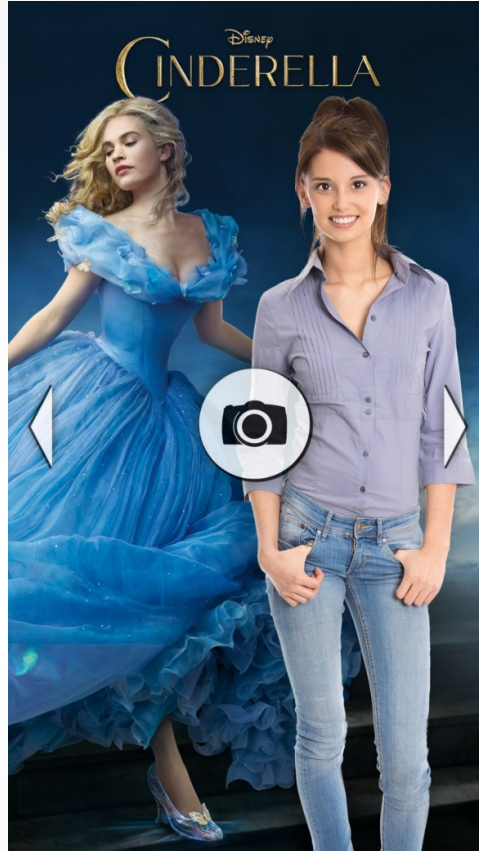
## Spot me 2.0 – AREAS OF USE

- Brand Marketing
- Pubs / Nightclubs



## Spot me 2.0 – AREAS OF USE

- Cinemas







# THANK YOU FOR THE ATTENTION

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