

Location Based Advertising Solution

FOR MNOs, MVNOs, Brokers, ASPs and Enterprises



A large percentage of users are willing to accept adverts (93%) in their mobile phones in exchange of free services or discounts in the services (of the advertisers themselves or the operators)

Genasys LBA is based on :

- **Alarm Mgr System:** Connected to multiple sources that provide information about the state/position of all the target users involved.
- **Advertisement Server:** Provides all the content mgmt process connected to multiple channels (SMS, MMS, WAP, WEB, ...)
- **Complete set of WEB Tools** for administration and configuration of the LBA behaviour.

Complete Geo-Fencing logic

Alarm Zones Mgmt: Defined by several mechanisms (geometric figures, interesting places, sponsors areas,...)

Intelligent location of target Customers:

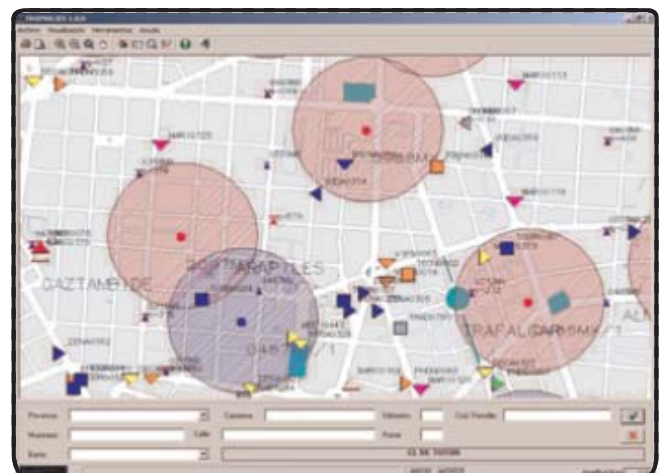
- Based on the distance between current position and target zones.
- Dynamic change of tracking time.
- Dynamic change of location technologies available.
- Notification to the ADS server when the user enters or leaves zones.

ADS Content mgmt:

- **Content typologies Mgmt** (Sports, Foods, ...)
- **Sponsors Mgmt:** WEB Access keys, content types allowed, area/s,
- **ADS Mgmt:** Text/Multimedia information based on available channels.
- **Campaigns Mgmt:** Target users, content types, period of time, target areas, notification channels, ...

Operation modes:

- **Push with Proximity:** Sending ADS content when the user enters or leaves the predefined alarm zones.
- **Push without proximity:** Based on active campaigns independently of the user's position.
- **Pull with Proximity:** The user requests the desired content closest to his/her current position.



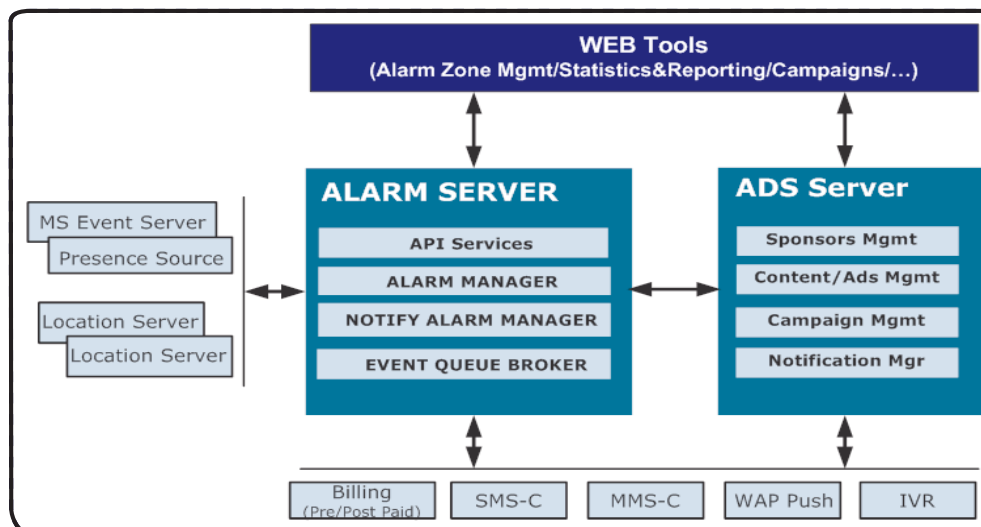
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Main Functionalities

- **Sponsors Mgmt:** Complete profile including Access keys, multiple areas, contents allowed , maximum number of ADS per category, maximum number of notification per user/category/channel.
- **ADS Content Mgmt:** WEB-based tool to add any kind of content per channel available (SMS, MMS,...) including the relation with predefined areas (Alarm Zones).
- **Campaigns Mgmt:** Defining multiple campaigns based on customer's profile, available content categories, selected channels, configurable period of time, ...
- **Integration with Billing systems** (Pre/Postpaid) based on the required business models.
- **Complete statistics and reporting web tools.**
- **Modularity:** The Alarm Server can be integrated with existing Advertisement Server capable of managing located ADS.
- **Total User's control** including tools for service provisioning, select specific content and stop/restart notifications.



For more information about how Genasys LBS products can increase the revenue potential of your business, contact one of our representatives at sales@genasys.com or visit our website at www.genasys.com.

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