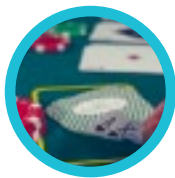




Einstein for Entertainment

Making Entertainment Venues More Interactive

Einstein is a solution aimed at transforming venues into captivating experiences for - fans, guests, attendees and customers.



Casino



Hotel



Sports Arenas



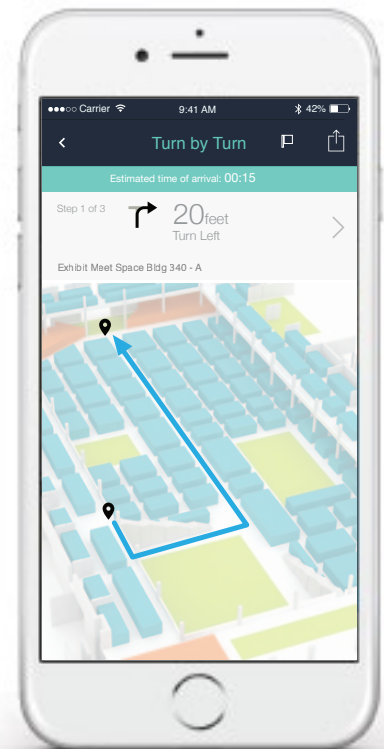
Conferences

Einstein – Engage, Connect and Delight

Redefining an amazing guest experience is the number one priority. A smart personalized experience is driven by intelligent data to identify customer preferences, social interactions and buying behavior that drives additional revenue via food and beverage, personalized merchandise, retail, services, and sponsor-branded promotions.

Einstein provides seamless ways to improve efficiencies, predict behavior, manage resources, personalize experiences, and differentiate entertainment properties via hardware installed on premise, wearable technology, and mobile apps.

Leveraging Edysen's smart mesh network of devices, Einstein enables two-way beacon communication, turn-by-turn navigation, personalized 1:1 marketing campaigns, walkout checkout and more.



Delivering Personalized 1:1 Experiences at Scale

The trends are clear and point to improving customer experience as the driver to improving all key metrics including sales, satisfaction, loyalty, reputation, and in the end, bottom-line revenue. Without the data intelligence to improve the guest experience or technological ability to cater to the modern mobile consumer, entertainment venues will suffer to deliver. Einstein is the answer to a smart, connected and personalized experience.



Attracting guests to visit, stay longer, comeback and spend more is becoming more difficult for entertainment venues. See how Einstein's IoT Solution helps you realize the ultimate guest experience.

What can you do with Einstein?



AI-based Consumer Intelligence at the Edge

Predictive algorithms, machine learning and AI make experiences personalized, entertaining and informative. Leveraging edge real-time computing for immediate insights and action.



360° Consumer POV

Capture digital identity with social authentication or simple sign-on form to gather data and build consumer profiles when logging into Wi-Fi or mobile app.



Brand Sponsorship Activation

Make them the center of the action with interactive video, digital touchscreens, AR/VR, social media, wristband/badge access, challenges, voting, games, gesture control and more.



Location Awareness

Leverage heatmaps, dwell times, floor plan optimization, predictive pathing and triggers to directly or indirectly optimize the consumer experience. Integrates with RFID/NFC, Bluetooth, BLE, Wi-Fi, 3G/4G and more.



Tailored Marketing

Configurable alerts, notifications, content, and promotions by user, segment or event.



Advertising Platform

Ads can be customized, segmented and targeted to different geo-fences and interest groups.



Integrate Data Streams

Integrate with existing systems and leverage data streams from POS systems, bookings, weather forecasts and more.



Operational Efficiencies

Empower employees with knowledge on customer preferences, manage supply chain and inventory, predict maintenance, energy savings and increase security in high traffic areas.