SIRQUL™
Full Stack IoT Platform

Transforming Venues into Engaging Experiences.

EINSTEIN - THE ENTERTAINMENT EXPERIENCE

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.

Redefine an amazing fan experience with intelligent data to identify customer preferences, social interactions and buying behaviors that drive additional revenue via food & beverage, personalized merchandise, retail, services, and sponsor-branded promotions.

Sirqul's Einstein platform turns mobile phones, staff tablets, wearables, video boards, and digital displays into IoT devices for digital interactive experiences for both fans and staff.

Solution Benefits:

- White-Label, Turnkey Solution
- Track Outdoor/Indoor Guest Journey
- Personalize Consumer Interactions
- Lift Employee Productivity & Engagement
- Improve Venue & Operational Efficiencies
- Drive Revenue Every Square Foot
- Integrate with Existing Systems

FEATURED PARTNER

CLEAR

Biometric identity recognition with fingerprint scanning and facial recognition

VIP Experience

Location and Presence

Mapping and Wayfinding

Turn-by- Turn Directions

Location & Presence

Smart Parking

Push Offers, Coupons and Content

Games, Badges and Leaderboards

Wearables

Seat Ordering

Solar Powered WiFi
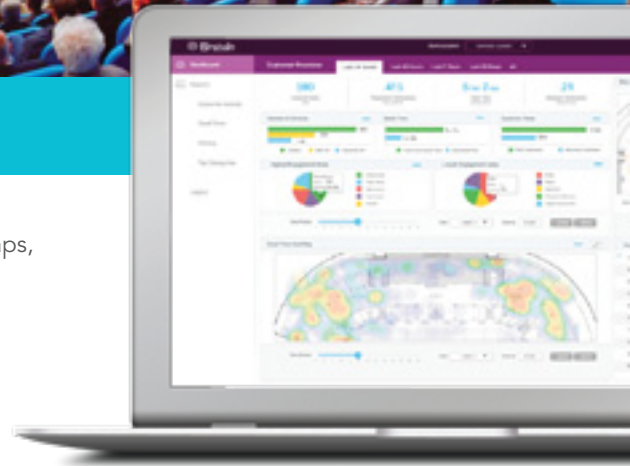
Shuttle Service

PARKING

Key Unique Features:

- Patented Smart Mesh Network
- Heatmap and Path Analysis
- Traffic Simulator
- Marketing Ad Platform
- Brandable Consumer App and SDKs
- Building Automation and Control
- Employee Task Management
- Interoperable with Existing and Future Systems

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SMART MESH NETWORK

Sirqul's Edysen devices with patented mesh technology "Playfield", enables any building or outdoor space to instantly triangulate staff or fans and provide heatmaps, dwell times, floor plan optimization, turn-by-turn navigation, personalized 1:1 marketing, employee task management, and more.

Edysen is a smart mesh edge computing group of devices that create localized secure networks. Managing and interacting with locally installed IoT hardware, Edison leverages the power of Sirqul's cloud offering to create remote operation, triggerable alerts, and Over-the-Air (OTA) updates.

- Patented Playfield SDK creates smart mesh

- Run with or without a Cloud connection

- Enables Wi-Fi in hard to reach areas via daisy chaining

- Customize apps to run on Edison and at the edge - push video, coupons, tickets, media, SMS, turn-by-turn directions, and geofence triggers

- Self-healing, fault tolerant mesh network. Routing algorithms determine the best data path even when a node fails

- Analyze, simulate and predict traffic with heatmaps and path analysis

- Cross-protocol translation: Wi-Fi, Bluetooth, BLE, RFID, NFC, ZigBee, 3G/4G and more

- Ensures privacy with "Listen-Mode" and does not collect Personally Identifiable Information

SMART EDGE COMPUTING DEVICE FAMILY

SIRQUL™

Device Name	Edysen – Retrofit Light Socket	Edysen – Cube
Software	Android OS firmware: 6.0 Marshmallow	Android OS firmware: 6.0 Marshmallow
CPU	Rockchip RK3229	Rockchip RK3229
Memory (eMCP)	MCP-1GB LPDDR3 + 8GB eMMC	MCP-1GB LPDDR3 + 8GB eMMC
WiFi/BT	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)
MFI IC	Authentication Coprocessor	Authentication Coprocessor
PMIC	Power management IC devices	Power management IC devices
Power	Edison 26/27 bulb base	USB to AC adapter, USB to Battery pack
Bulb Compatibility	Incandescent, Halogens, dimmable LEDs and CFLs	N/A
Extras	Wi-Fi monitoring mode for passive Wi-Fi tracking (no app required)	Wi-Fi monitoring mode for passive Wi-Fi tracking (no app required)