Transforming Venues into Engaging Experiences.

EINSTEIN - THE ENTERTAINMENT EXPERIENCE

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.

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

Redefine an amazing fan experience is possible with intelligent data. Identify, locate, and analyze customer preferences, social interactions, and buying behaviors to drive revenue in food & beverage, retail, VIP experiences, and sponsorships. In partnership with Siemens, we provide BMS integration for a safer, greener, and energy efficient venue offering additional cost savings.

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

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

FEATURED PARTNER
CLEAR
Biometric identity recognition with fingerprint scanning and facial recognition

FEATURED PARTNER
SIEMENS
Address facility’s evolving needs around automation, heating, HVAC, and energy management

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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

<table>
<thead>
<tr>
<th>Device:</th>
<th>Edysen – Cube</th>
<th>Edysen – Retrofit Light Socket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software:</td>
<td>Android OS firmware: 6.0 Marshmallow</td>
<td>Android OS firmware: 6.0 Marshmallow</td>
</tr>
<tr>
<td>CPU:</td>
<td>Rockchip RK3229</td>
<td>Rockchip RK3229</td>
</tr>
<tr>
<td>Memory (eMCP):</td>
<td>MCP-1GB LPDDR3 + 8GB eMMC</td>
<td>MCP-1GB LPDDR3 + 8GB eMMC</td>
</tr>
<tr>
<td>WIFI/BT:</td>
<td>IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)</td>
<td>IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE)</td>
</tr>
<tr>
<td>MFI IC:</td>
<td>Authentication Coprocessor</td>
<td>Authentication Coprocessor</td>
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<td>FCC ID:</td>
<td>2AOHD-DBX74</td>
<td>2AOHD-CBX70</td>
</tr>
<tr>
<td>PMIC:</td>
<td>Power management IC devices</td>
<td>Power management IC devices</td>
</tr>
<tr>
<td>Power:</td>
<td>USB to AC adapter, USB to Battery pack</td>
<td>Edison 26/27 bulb base</td>
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<tr>
<td>Compatibility:</td>
<td>N/A</td>
<td>Incandescent, Halogens, dimmable LEDs and CFLs</td>
</tr>
<tr>
<td>Extras:</td>
<td>Wi-Fi monitoring mode for passive Wi-Fi tracking (no app required)</td>
<td>Wi-Fi monitoring mode for passive Wi-Fi tracking (no app required)</td>
</tr>
</tbody>
</table>

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