

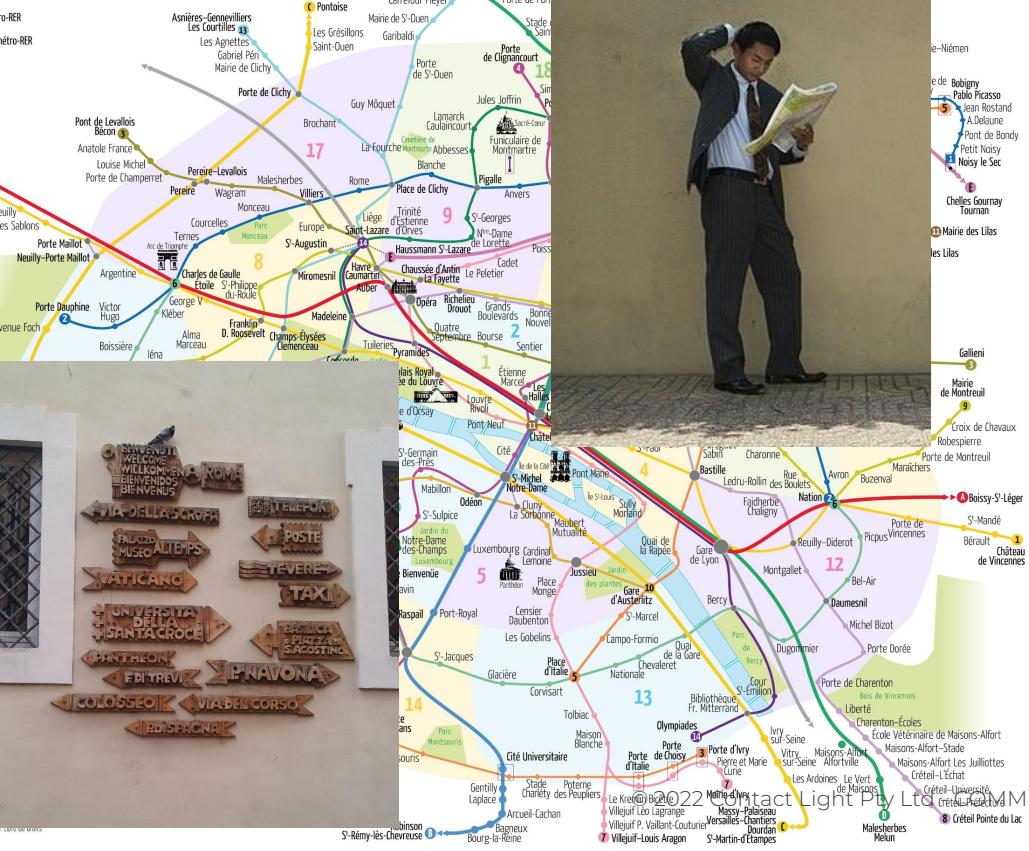


Turn a Trip Into a Journey

Wayfinding for the Travel Sector



**Cities emptied by COVID are a thing of the past.
It's time to travel again!**



Getting around an unfamiliar City can be challenging!

- Language
- Orientation
- Costs

All Major Hotel and Airline Brands Have Well Established Mobile Strategies

Overall Downloads

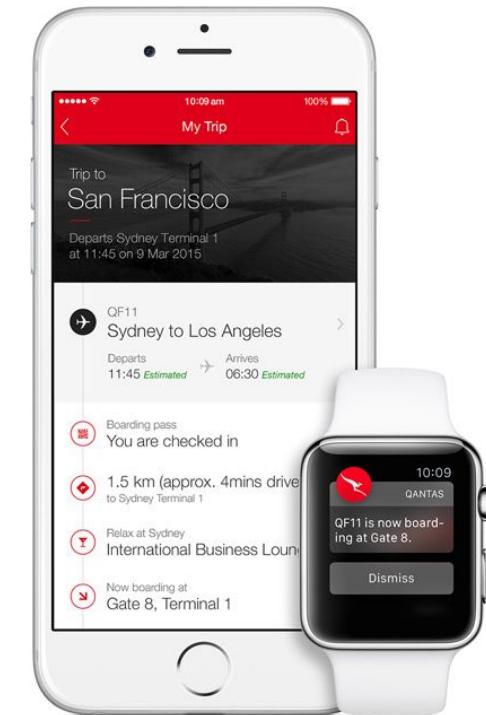
- 1  Marriott Bonvoy
- 2  Hilton Honors
- 3  IHG
- 4  Hyatt Hotels
- 5  Wyndham
- 6  Choice Hotels
- 7  MGM Resorts
- 8  Best Western
- 9  Gaylord Hotels
- 10  My6

Overall Downloads

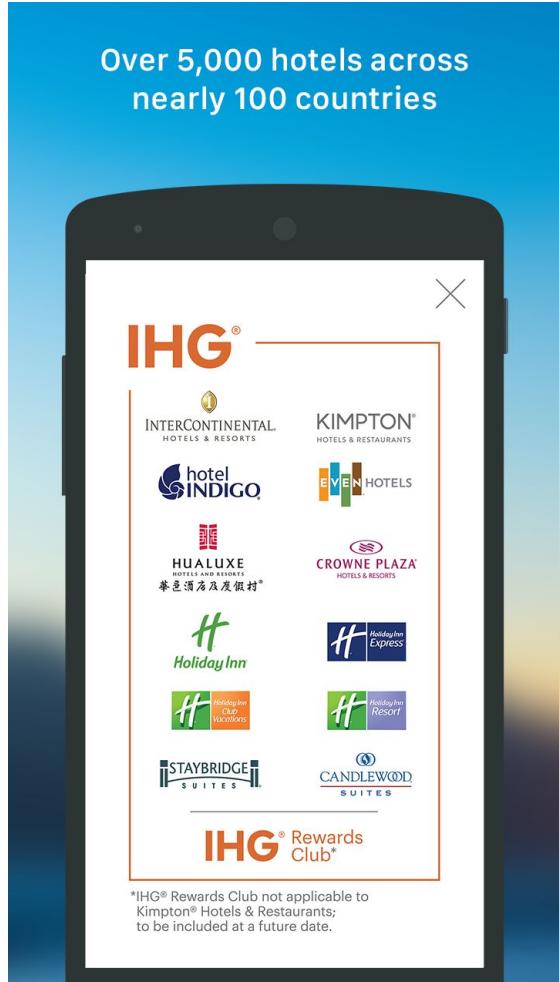
- 1  Ryanair
- 2  United Airlines
- 3  American Airlines
- 4  Southwest
- 5  Delta
- 6  EasyJet
- 7  AirAsia
- 8  Wizz Air
- 9  LATAM Airlines
- 10  Lufthansa

Airlines focus on the departure experience - especially for high value customers

Apps improve CX and earn valuable (but limited) customer data.



There's an opportunity to give your customer more.

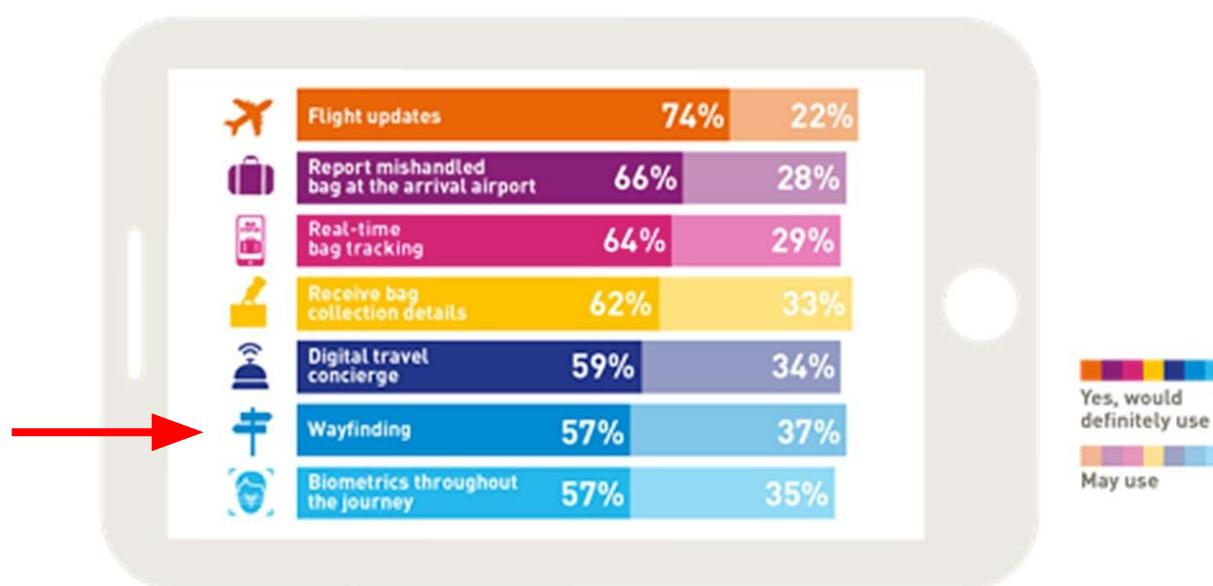


- Reservations
- Check In
- Contact Details
- Room Access / Seat Selection
- Loyalty Program
- Attractions
- What about Wayfinding?

More Than 50% of Travellers Say They Would Use Wayfinding

WHICH MOBILE SERVICES WOULD PASSENGERS USE?

% of passengers in 2017



© SITA 2017

SITA
Create success. Together

Introducing Embark

Your Global Wayfinding App Partner



Global transit companion app

Launched in 2016
1,200 Multi-modal Cities
250,000+ Users
1.8M+ Planned Routes
17K+ Multi-city Users



AUSTRALIAN MADE





Free to download.
Available globally.

Transit Modes





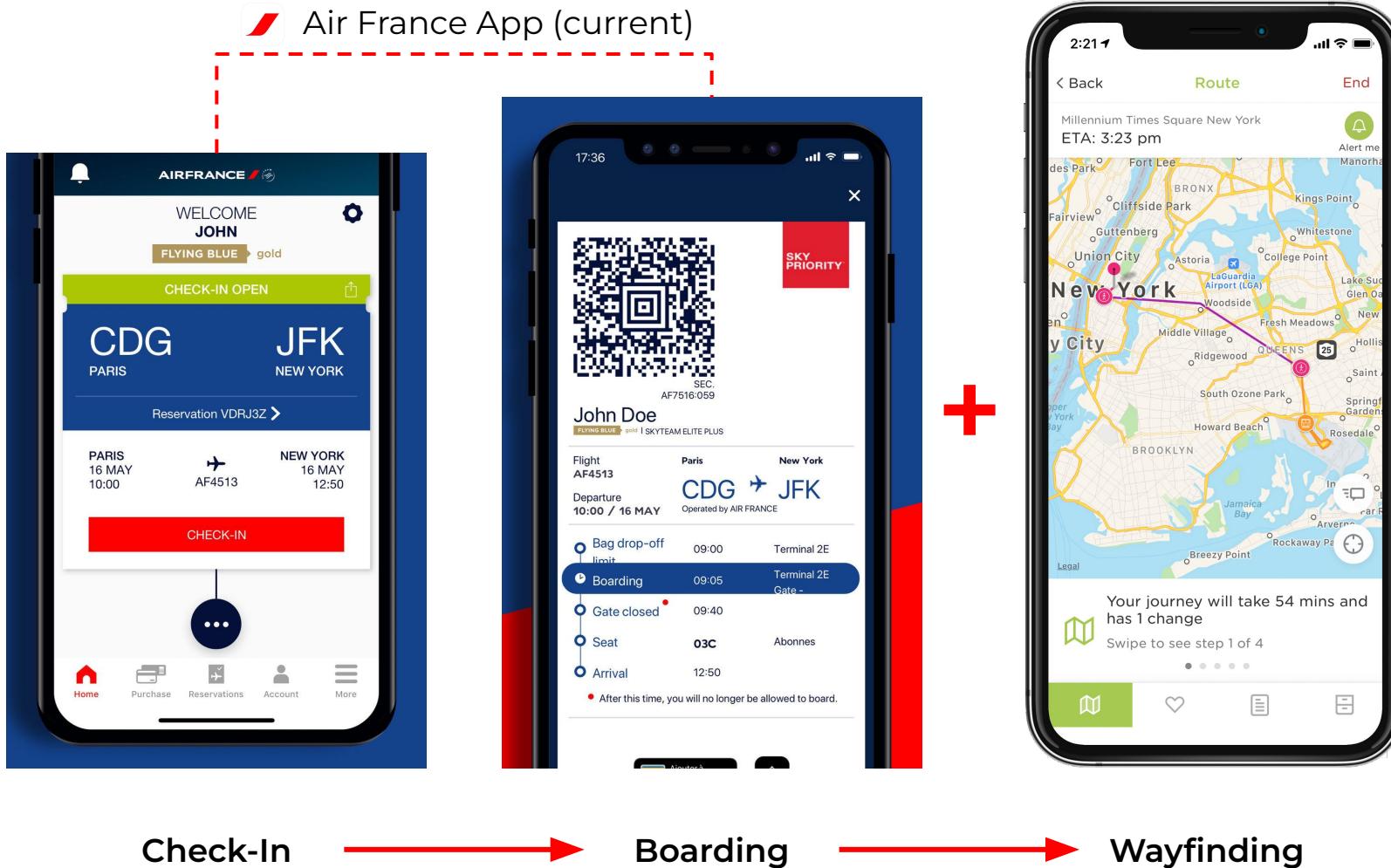




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Add Wayfinding - Add Customer Value All in the App you already have



Journeys typically begin and end at Home

At any time during the journey, travellers may be challenged by unfamiliar transit options and routes. The opportunity exists for you to provide familiar and trusted guidance.



Travellers like to be Connected

Feeling connected puts the traveller in control.

76%

of travellers consider their phone
to be their most important travel
companion.

450%

increase in last decade of leisure
travellers using their mobile
device on their trip.

Source: Openkey.co

Established Technical Integrations

Aggregated wayfinding data can be provided immediately by Embark.

android

BroadSign



SKEDGO

YESCO®

 **CUBIC**

The CUBIC logo features a stylized cube icon with a globe graphic inside, followed by the word "CUBIC" in a bold sans-serif font.

 **kontakt.io**

The kontakt.io logo consists of a small, abstract icon followed by the brand name in a lowercase sans-serif font.

JCDecaux

U B E R



SAMSUNG



YAHOO!



**Periscope
DATA**

 **Scala**

The Scala logo features a series of horizontal bars of increasing length followed by the word "Scala" in a bold sans-serif font.

 **YouTube**

The YouTube logo, which consists of the word "YouTube" in a white sans-serif font inside a black rounded rectangle, positioned next to the company name.

facebook.

Google

 **Prismview**

The Prismview logo icon, which is a square with a diagonal line, positioned next to the company name.

 **FLURRY**

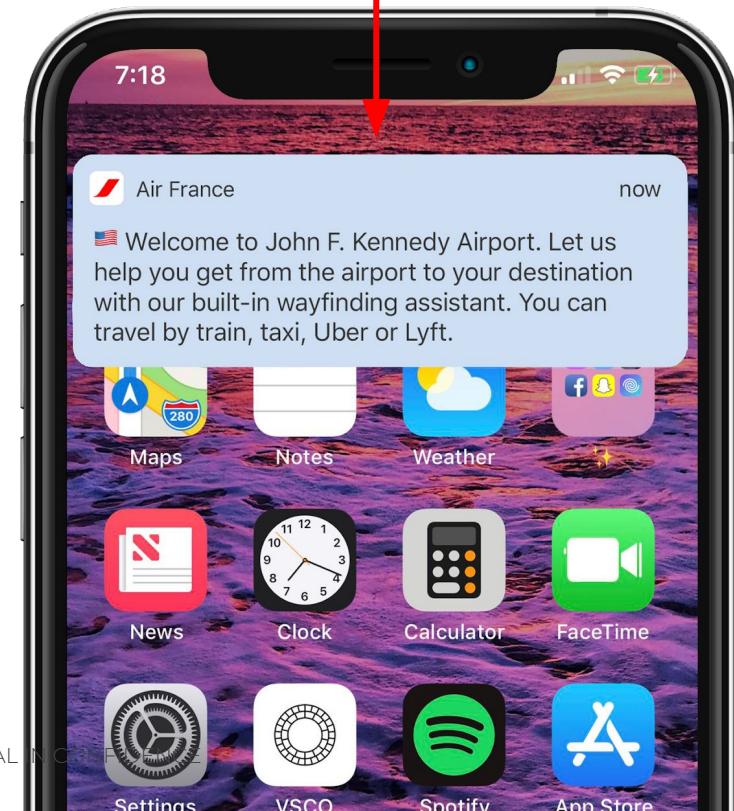
The FLURRY logo icon, which is a circular icon with concentric lines, positioned next to the company name.

Partnership Ideas

- **Welcome to Your Destination** alert with best transit options. Make use of the time from touchdown to disembarking.
- **Travel Time Alerts** indicating 'time to leave' based on transit options.
- **FF Points Promotions** by using mass transit options in selected cities (similar to Uber partnership with Qantas).
- Booking hotel, car hire and other destination items via the Airline automatically updates your app-itinerary

EMBARK.

Notification from the app is triggered as soon as Flight Mode is turned off and the traveller is taxiing to the gate.

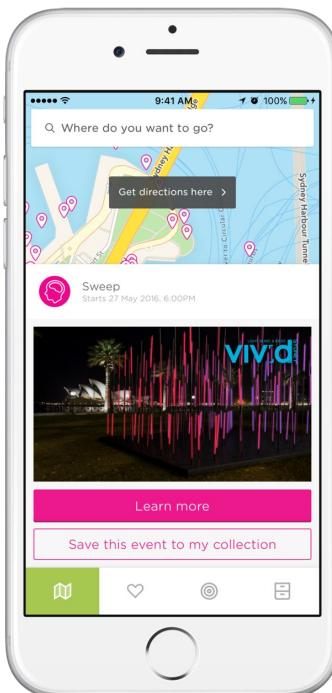


Embark + VIVID Sydney Wayfinding Collaboration

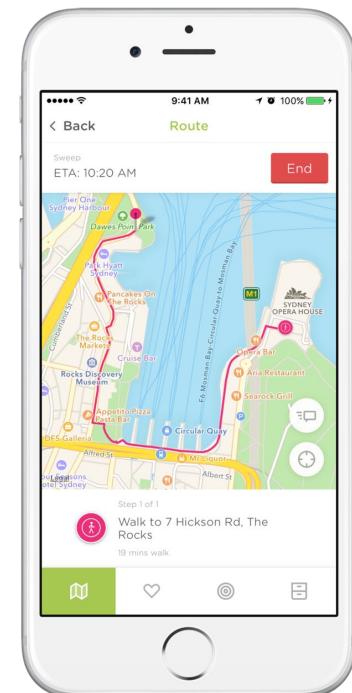
EMBARK. + VIVID
SYDNEY
LIGHT, MUSIC & IDEAS



VIVID locations overlaid on Embark via API connection

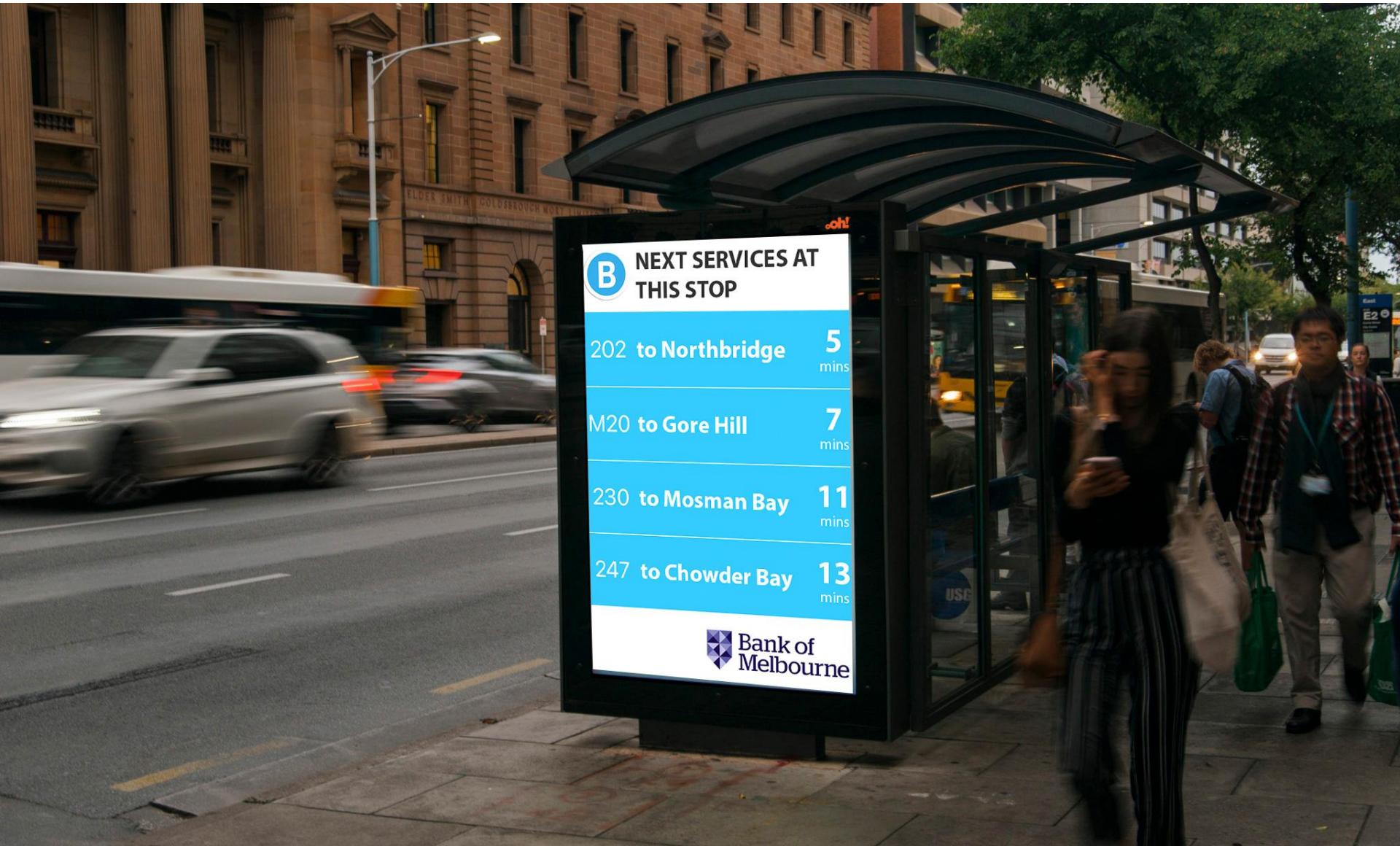


Details of each POI pulled up just by tapping on map icon



Point-to-point walking directions between each VIVID attraction

The Future of Transit Information



The value in a Partnership with Embark

- Real-time transit data in hundreds of Cities globally.
- Embark API built from the ground up to be adaptable and extensible - '*Partnership Ready*'.
- Wayfinding capabilities are tried and tested.
- Event based integration - VIVID Sydney
- There is significant data ROI to be gained.
- GDPR and PII compliant content aggregation.
- Embark transit data is used in apps as well commercial digital signage.

Interested? Get in Touch

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