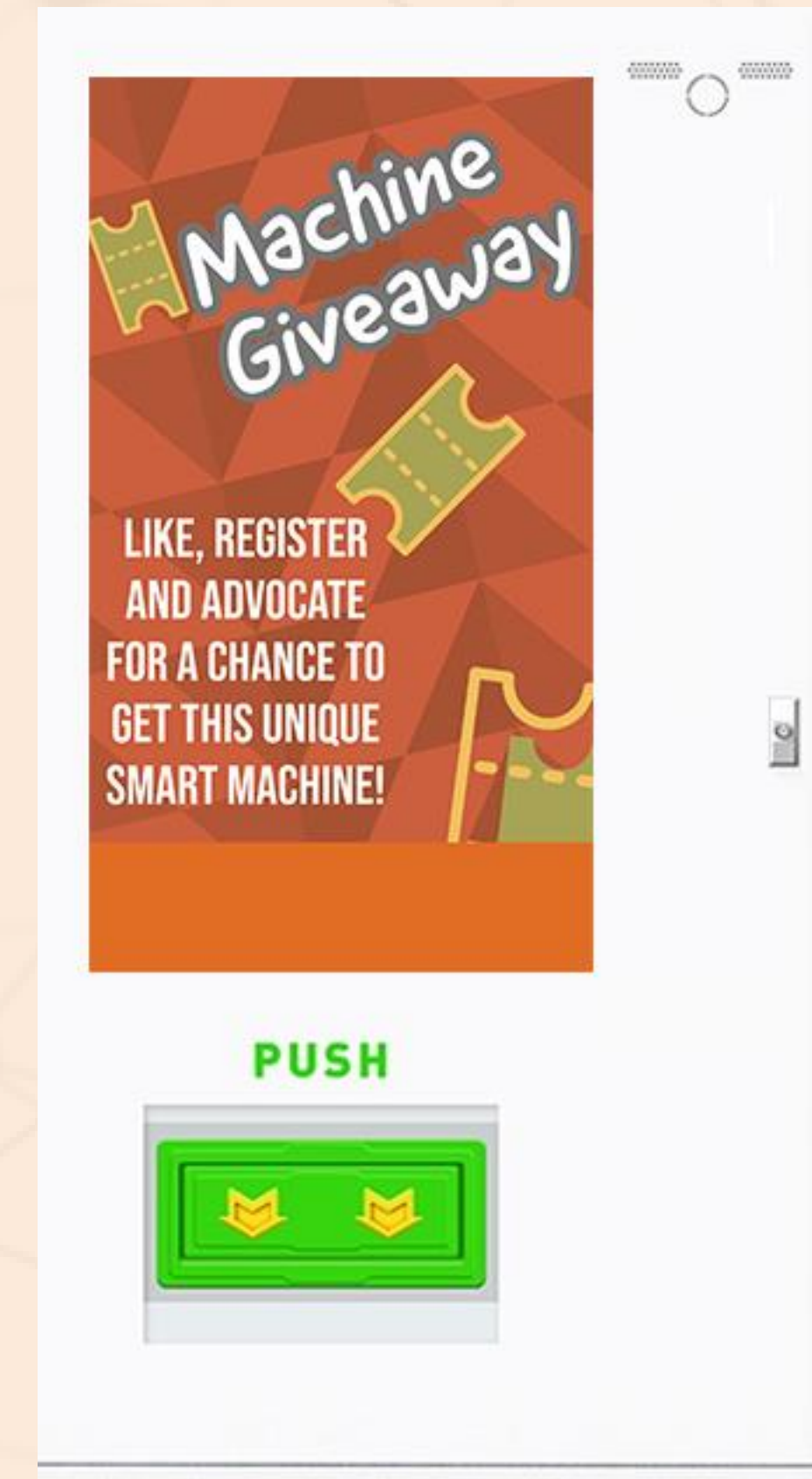


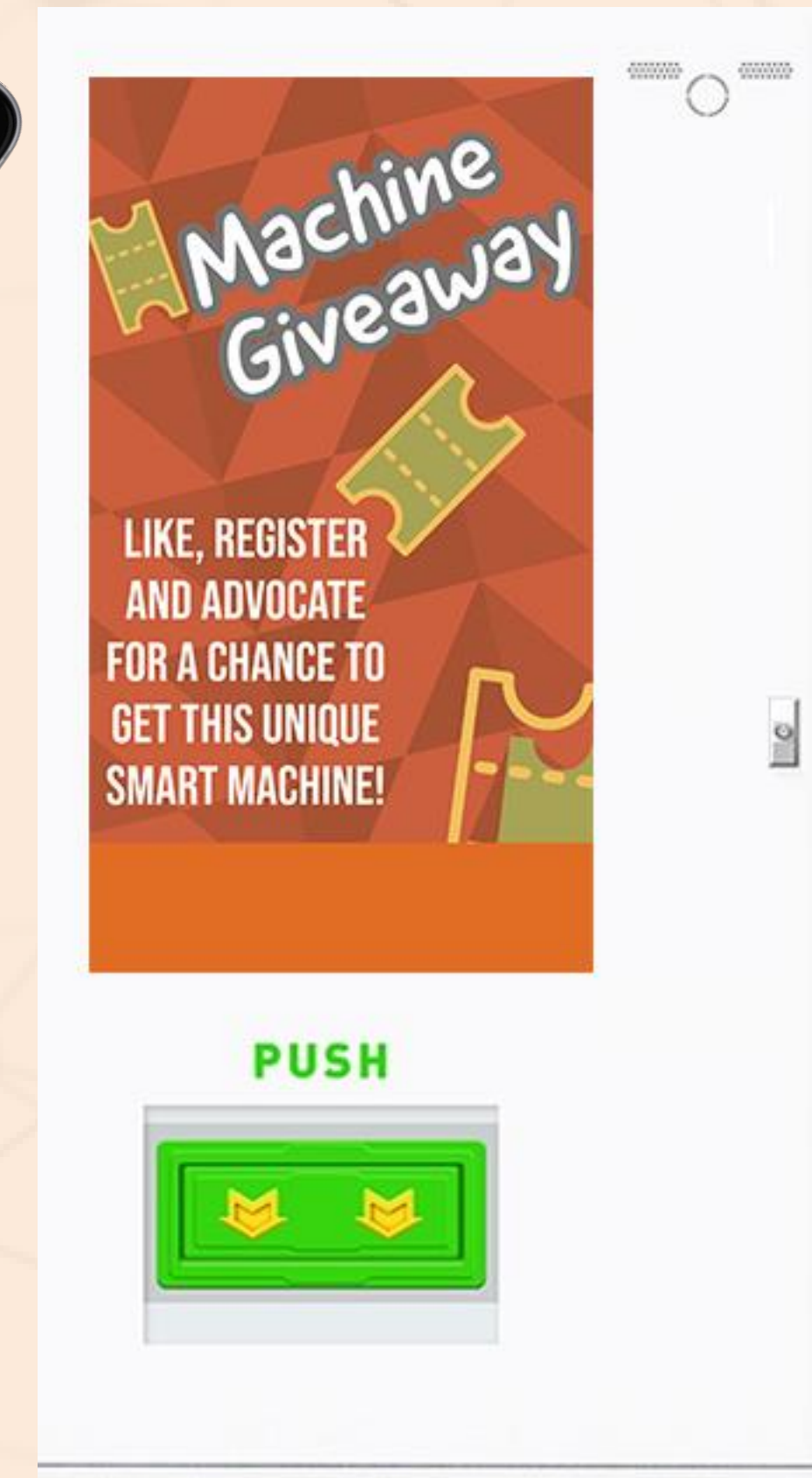
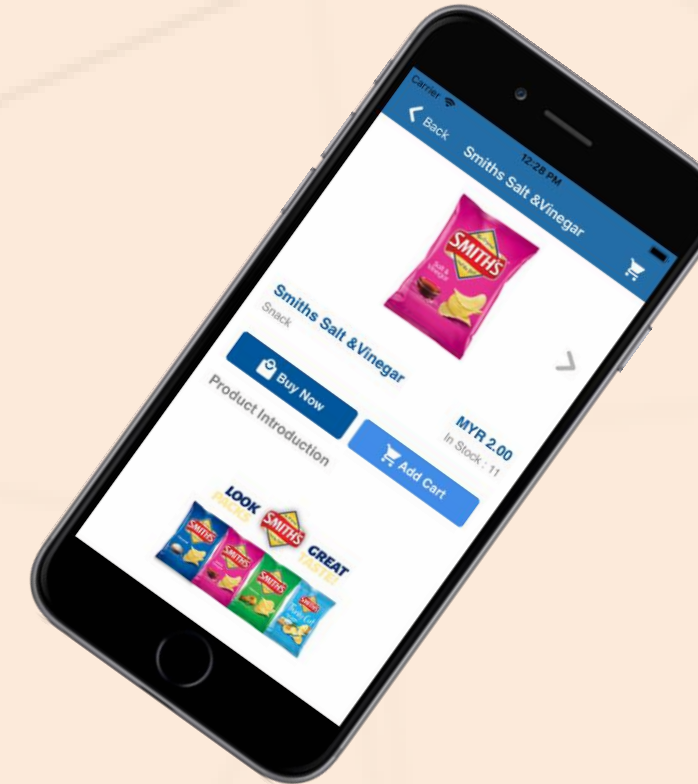
3A COMPLIANT SMART VENDING MACHINE

Aurelien Balondona, *P.Eng., MBB*



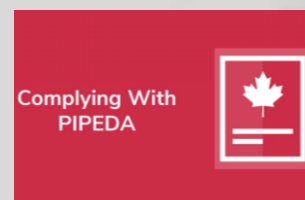
lipk®

retailing for everything.
advertising for everyone.



1A

ADDRESSABLE



ADDRESSABLE: Target the right audience triggered by data



CAMPAIGN

2019 Heels & Holly Women's Luncheon – Leduc AB

ADVERTISER

Leduc Chamber of Commerce

PUBLISHER

LIPK Inc.

AUDIENCE

Gender: Female

Age: +25

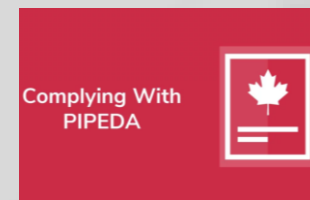
Occupation: Women Entrepreneurs

FEATURES - TOOLS

- Geofencing/Geotargeting
- Computer Vision
- Multi - Touch Attribution
- Social Media
- Interactive with Mobile beacon technology (coming soon)

2A

ACCOUNTABLE



ACCOUNTABLE: Create the right premium impression



USE CASE 1 – Computer Vision + Transactions Data

Using the transactions data paired that with the demographic information of the computer vision at the moment of the transaction.

USE CASE 2 – Multi – Touch Attribution

By using the e-receipt sent via email and inserting an ad with a call to action.

USE CASE 3 – Computer Vision + Geofencing

Programmatically trigger an ad with CV when a target consumer with a specific demographic is at the machine or when the CV identifies in the pre-defined fence the targeted audience.

USE CASE 4 – Computer Vision

Tracking people in real time with x + y coordinates, video analyzing of gender and age group enabling targeted ads, targeted marketing, campaign, etc. And using eye-tracking technology to see what people look at (such as displays) and for how long.

USE CASE 5 – Social Media + Interactivity

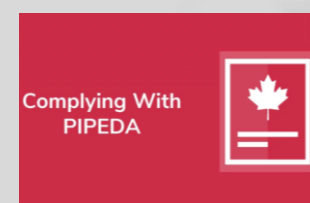
Unique hashtags and location data from the social media apps themselves or mobile devices can help brands determine whether social interactions occurred after a consumer saw content on a Lipk display.



3A



ATTRIBUTABLE



ATTRIBUTABLE: Lead-2-cash



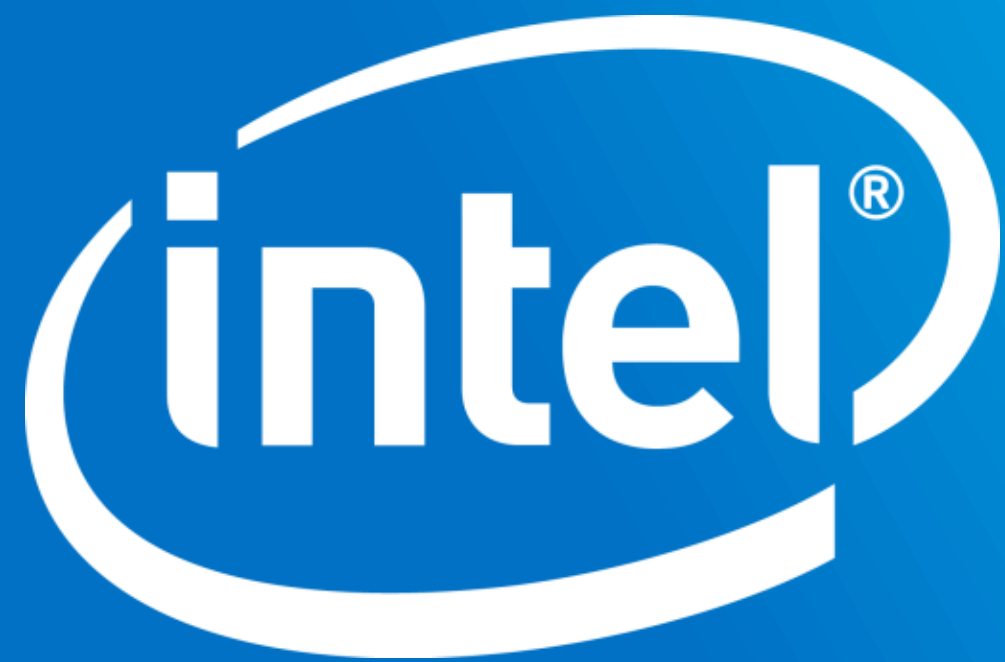
RAISE AD VALUE

Giving credit to an ad or campaign for causing a consumer to take a desired action -- buying a product, visiting a website, entering contact information, thereby becoming a qualified lead.

ROI

Understand when it is driving real business outcomes in the real world and advertisers can easily validate their ad spend.

The right partners **for a bright future.**



baüne[®]
building smart ecosystems

owares™

object-aware-wares.

**The new standard in digital
out-of-home advertising.**



3A compliant and new generation media player for any ooh application

owares[™]



A. COMPUTING

- **Intel® Core™ i7 vPro™ Processor**
- **Intel® GPUs**
- **Computer Vision with Intel® Distribution of OpenVINO™ toolkit**

B. OPERATING SYSTEM

- **Windows or Linux**

C. STORAGE

- **M.2 SSD**

D. NETWORK & SENSORS

- **Vision Sensors**
- **BLE Beacon Technology**
- **Ethernet and/or Wi-Fi**
- **GPS**
- **Cellular Network (4G / 5G Friendly)**

A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small grey circles of varying sizes, some of which are highlighted with a white border. The lines are thin and grey, connecting the nodes in a complex, web-like pattern. The overall aesthetic is clean and modern, suggesting a digital or technological theme.

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building smart ecosystems