Can experiences be enhanced by technology?

Can we translate better experiences into more sales?

We believe any experience can *(and should!)* be **n'joy**able

❞ Using technology to make experiences at the POS more enjoyable for the consumer... and more profitable for the brands.

❞ The consumer demands quality interactions with brands and brands need solutions to communicate better and push sales at de POS.

❥ We develop both hardware and software solutions to make the shopping experience more enjoyable at the point of sale.

❥ "Internet of Things" enables us to connect consumers smartphones to other elements present in the purchase journey.

What do we mean?

A real case

HORECA channel player insights

Consumer

Always the same

Where can I find something new, something better?

Owner

I need more traffic

How can I attract new consumers?

Nothing should interfere with my normal operations at the premise.

Brand

How to create new impulses at the POS?

How could my brand be the chosen one?

How can we communicate closer to the moment of truth?

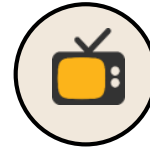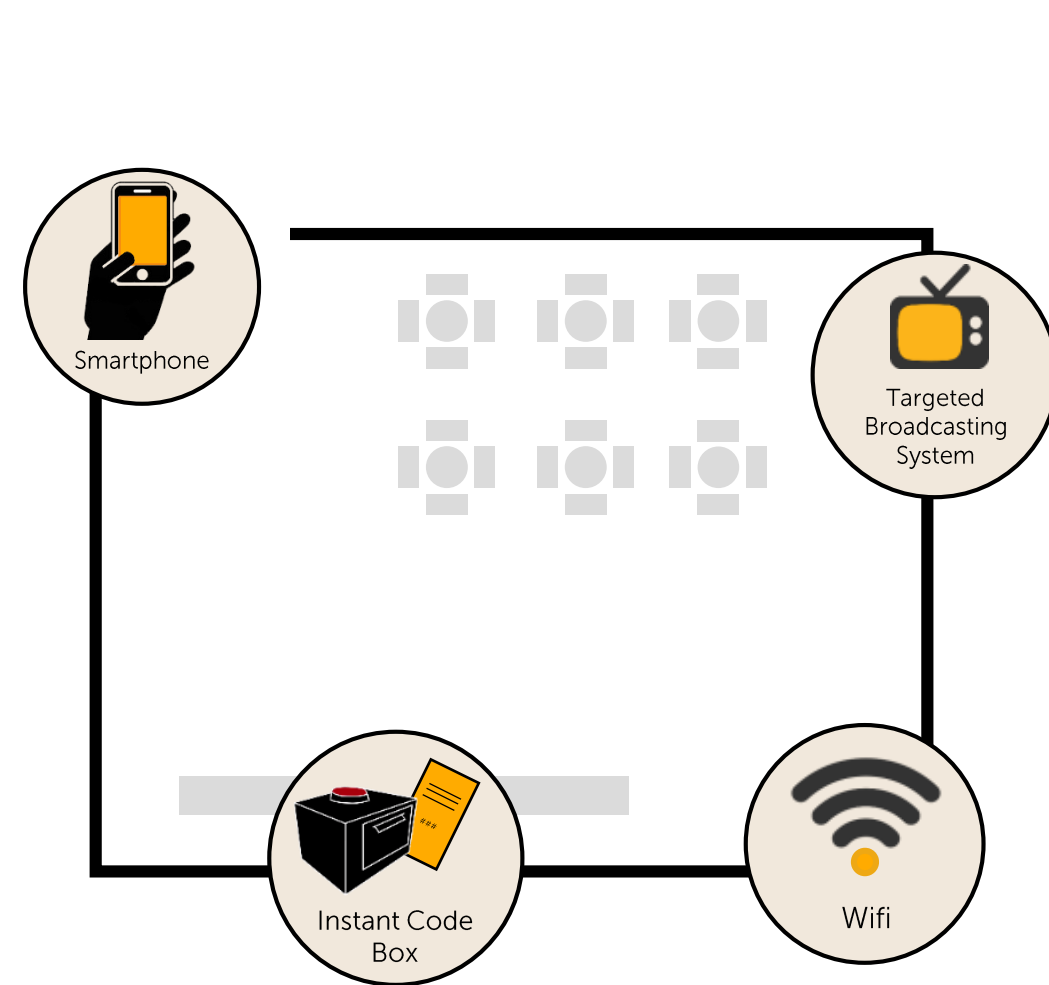How to get direct sales from sponsorships?

Trade mkt

ROI for promotional events at POS?

Increasing clients loyalty is not enough, we need more sales per outlet

How can we monitorize and measure promotional actions at the POS?

One "Easy to Install, Easy to Operate" system for each bar

System

Smartphone

Targeted Broadcasting System

Instant Code Box

Wifi

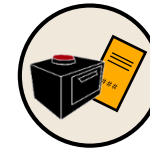### Targeted Broadcasting System
Proprietary Set-Top-Box that manages and broadcasts personalized content for each POS overlaying it over the actual TV signal.

- Hyper-segmented messages to each pub specifically.
- Games and RT messaging from Smartphone to the TV.
- Managed from a centralized Control Panel. (Pre-charged or manually)

Instant Code Box
Automatic code printing system (Thermal Printer, Raspberry) connected through Wifi to a centralized panel to manage promos for each and every POS.

- Open/close promos with a click.
- Print codes pressing a button
- Control your promos from start to end

Wifi
A Wifi network with 3 main purposes:

- Branded access point for consumers to navigate.
- This is how the elements of the system interact with each other
- Remote assistance and support.

Smartphone
Native App or Webapp easily accessible for consumers and very user friendly. Entering the site the consumer can access and enjoy all the content.

n'joy PUBS&BARS

A portfolio of contents created to capitalize on key Consumption Moments
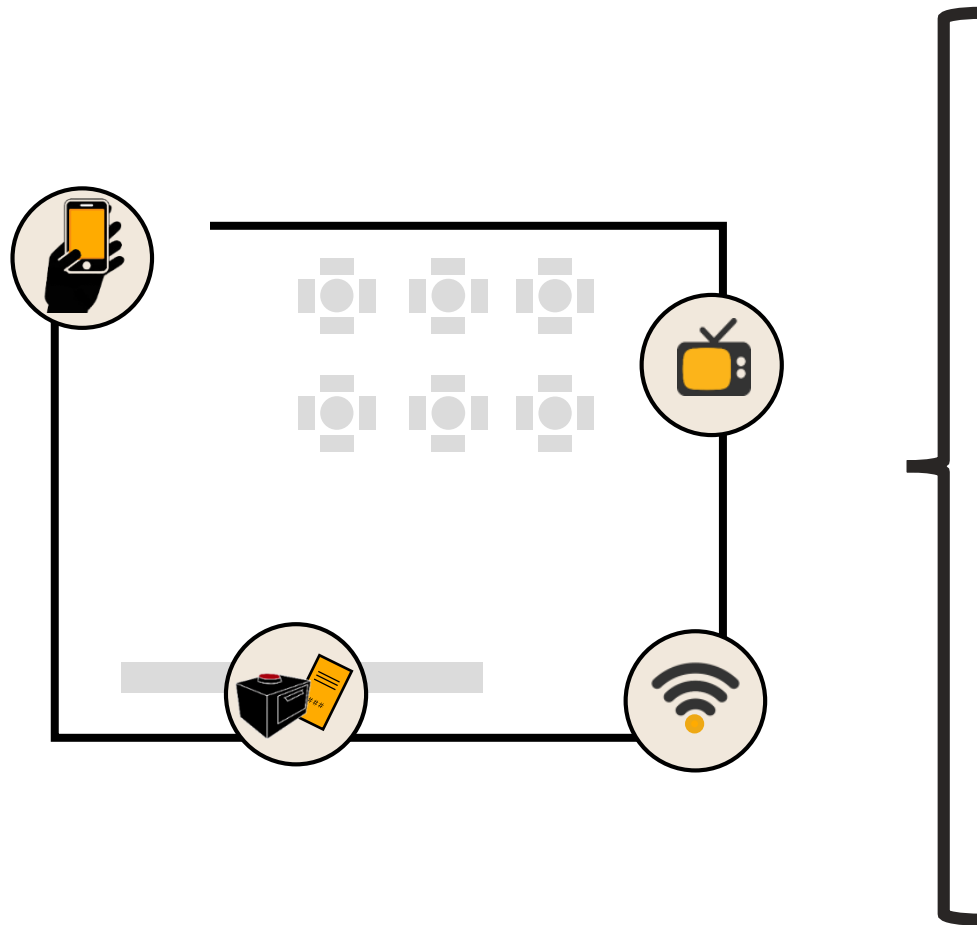
Contents for Moments

Sports Sponsorships

Lunch/Dinner

Clubbing Socializing

Happy Hour

Concerts

...

And it works!

World Cup Final – Estrella Galicia – 1 Pub (Vigo, Galicia)

281 codes used

164 messages sent

98 bets placed

183 Jackpots played

51 gifts handed out

Test extended **from 1 to 10** more pubs (Jan, 2015)

What's our plan?

Pubs&Bars is just the starting point

LINES OF WORK TODAY

N´JOY PUBS & BARS

How can we make hanging out with friends at a bar even more enjoyable? The answer is our N'Joy Pubs&Bar system. All your clients need is their mobile phone. We take care of everything else. They can play games, bet on their favorite teams, send messages for everyone to see on the pub´s TV, compete against other groups and earn a free drink or even their team´s jersey. And happy clients mean happy business owners.

N´JOY FAST FOOD

Turn a great meal into a great experience. From personalized intelligent recommendations and details tailored to each customer, to contents and games with fantastic rewards.
- For you: a powerful intelligence tool to enhance customer experience and improve profitability.
- For them: access to exclusive benefits, contents and perks.

N´JOY EVENTS

Brands often develop special events to reinforce their positioning through different experiences.

We provide solutions to make those temporary events even better using technology to amplify the impact on consumers. Technology gives us the possibility to control and measure the results of our activities, and the flexibility of reacting and improving on real time.

LINES OF WORK TOMORROW

City

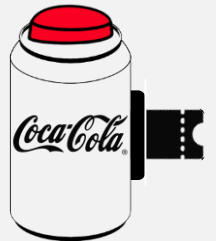Hotels

Airports

Fashion

…

GEOGRAPHICAL EXTENTION TODAY

GEOGRAPHICAL EXTENTION TOMORROW

Fiware and N´Joy

4 Generic Enablers that are the perfect fit for our Project:

1st Phase (implemented today)

- Access Control – THA Implementation:
  To ensure a secure protocol of data exchange. Used to create a secure environment for user/password accessible areas.

- Synchronization:
  Data model with an access by rest and sockets. We are currently implementing it for our online gaming contents (users competing against each other real-time at the same POS).

2nd Phase (to be implemented)

- Interface Designer:
  In the future we are planning on integrating 3D interface design in our contents.

- Monitoring GE – TID Implementation:
  To be implemented in a scenario with heavy usage of server networks to monitorize processes and use it as a useful decision making tool.

n'oy

CORPORATION

Enjoying and learning every day