# Intelligent Social Display Solution Increases Brand Engagement

The solution expands customer reach and social media presence in a simple and easy to use way.



Phocabby* takes pictures of customers and posts them online.

phocabby®

www.phocabby.com

Venue owners and advertisers know they need a presence on social media in order to increase customer interaction, but it's often too costly and they don't have the budget. An affordable solution is Phocabby*, an intelligent interactive social display that attracts and entertains visitors in a way that leads to literally thousands of branded photo postings on social media sites, like Facebook*. Customers walking up see themselves on a high-definition display, and after choosing a fun, branded theme, they take a picture that is automatically sent to the cloud, screened and posted online without requiring any venue input. Afterwards, they can interact with the photos through social media on their tablets, phones and desktop devices, again without assistance from the venue. Phocabby, a product from Phocabby Holding* BV, is powered by the Intel® Core™ i7 processor, which has the computing and graphics performance needed to simultaneously drive the display, capture images, run viewer analytics software and interface to the cloud.

## Draw attention (ATTRACT)

Expect some noise and excitement as crowds of people gather around the eye-catching Phocabby, which is fully branded to blend seamlessly with the style of the venue. Visitors will stand around the screen, see themselves posing with their friends and then press the big red button to start the countdown to snapshot.

## Go viral (CAPTURE)

Once their pictures have been taken with Phocabby, an impressive 30 to 40 percent of patrons go online to view them on the venue's Facebook page. Some businesses now have hundreds of thousands of photos of smiling customers supporting their brand and location – photos that were created and posted in a low-touch and cost-effective manner.

## Increase customer understanding (CONNECT)

Phocabby provides valuable metrics to retailers, brands and media companies that were previously unavailable, enabling them to better understand audience characteristics such as actual impressions, interactions, length of impressions, potential audience size, and gender and age range demographics. This is possible because Phocabby incorporates the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) and senses individual customers via the Wi-Fi signals from their smart phones. Phocabby combines location, social graph, Intel AIM Suite and Wi-Fi data into useful information for retailers and brands.

## Generate repeat business

Phocabby is Wi-Fi enabled, so venue owners can entice customers to opt-in for free wireless connectivity. Once they opt in, for either Wi-Fi or photo access, it's possible to send targeted messages about special events and offers that will get them to return.