



DEVICEXORX.COM
TECHNOLOGIES INC.

Cutting Edge Marketing Technology Development Services

April 20, 2015

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Summary

- DX Deviceworx Introduction
- DX Mobile Marketing Solutions
- DX Digital Signage Solutions
- DX Benefits
- DX Next Steps



Deviceworx Introduction

- DX Started in 2005
- DX Experienced team of professional engineers & technologists
- DX 7+ years of hardware and software experience in mobile marketing technology
- DX Industries served:

Telehealth:



Mobility (Handset Dev):



Proximity Marketing:

Digital Signage:

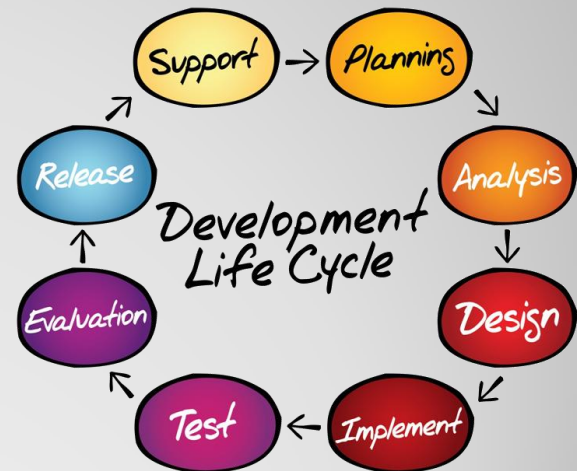


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Deviceworx Capabilities

- DX Application of technology
 - DX Understand existing and feasibly developed components and how to assemble them to solve problems.
- DX Ergonomic user interface development
- DX Feasibility analysis
- DX Development
- DX Product life cycle planning
- DX Project Management



Deviceworx Experience

DX Device Hardware Development

- DX Telehealth handsets
- DX All-weather Bluetooth and Wi-Fi proximity transceivers
- DX All-weather digital signage players for outdoor advertising

DX Device Software Development

- DX iOS, Android, Linux and Windows Applications
- DX Technologies: Java, C/C++

DX Server Development

- DX Stand-alone or cloud-based solutions
- DX Support public or private network access
- DX Highly reliable and secure
- DX Technologies: Java, NodeJS, MySQL



Mobile Proximity Marketing Solutions

DX Application Based

- DX Loyalty App (server and phone/tablet apps)
- DX Beacon-Based App (iBeacon, AltBeacon or other)
- DX Industry-Standard beacons or custom beacons

DX Unsolicited Bluetooth Messaging

- DX Nothing for the user to install
- DX Measurable crowds and impressions

DX Wi-Fi Messaging

- DX Nothing for the user to install
- DX Measurable crowds and impressions






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Mobile Marketing Solutions

Mobile Web

-  Automated mobile site view. Show a correctly formatted site for each device that views the site
-  Better than slow redirection to a different mobile site or messy “on-the-fly” content conversion
-  HTML 4, HTML 5 or Flash Content Support

Text Messaging

-  Stand-alone or complementary to loyalty or other applications



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Digital Signage

Chameleon for Digital Signage (C4DS)

- ❑ Deviceworx product including player hardware and cloud-resident server dashboard (CMS) elements
- ❑ Very low capital costs by leveraging off-the-shelf commercial Android platforms and license costs much lower than industry standard
- ❑ Pre-installed on Android platforms - simple user plug & play
- ❑ Available on a number of platforms supporting shelf (Tablet) and wall (HD/UHD TV) signage
- ❑ Proof-of-Play reporting, ambient audio streaming and support for web captures of weather, news, flight info, etc.
- ❑ Interactive touch-screen capabilities under development



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Benefits

- DX Increase what you can offer your customers including retailers and brands
- DX Distinguish yourselves from the competition
- DX Increase revenue by pursuing additional projects and leveraging Deviceworx assistance
- DX Open additional revenue streams that may not have been available without technical support



Next Steps



DX Partnership

- Discuss solutions that Deviceworx can provide to you to help you win business with your retail customers and brands

DX Pursuit of Opportunities

- We can work together to pursue business with a combined experience base and technical capability for a broad range of mobile and digital signage solutions

DX Review

- Periodic review of your opportunities that require mobile marketing or digital signage technology will ensure that you are in the best position to win additional business

