



Woodapples

for
Tourism

Information people love





Already knew?

Woodapples is the new way of publishing information



What can Woodapples do for Touristik Companies



- ⇒ You can send different kind of information to a mobile phone depending on location, time, weather and individual preferences of the user.
- ⇒ Hotels can send at the right time and to the right location advertisements to mobile phones.
- ⇒ On the users mobile phone just the advertisement will be displayed which matches exactly the individual preferences and the usage behaviour.



What preconditions must be given?



⇒ **The visitors of an event have to install the Woodapples Application on their mobile phone:**

- POS will be installed at the entrance of the event .
- The visitors will be addressed directly
- free coupons with the first installation on the mobile phone

⇒ **Installation of the application**

- Installation of the Aloqa client with Woodapples channel
- Installation of Woodapples Application



List of relevant information



- ⇒ **Overview of all relevant information on the mobile screen**
- ⇒ **Selection of relevant information for the mobile phone user**
 - Context aware
 - According to individual preferences



Detail overview of relevant information



- ⇒ By clicking on one specific information the detail information will be displayed
- ⇒ The user gets a brief overview of the relevant information



Show relevant information on a map



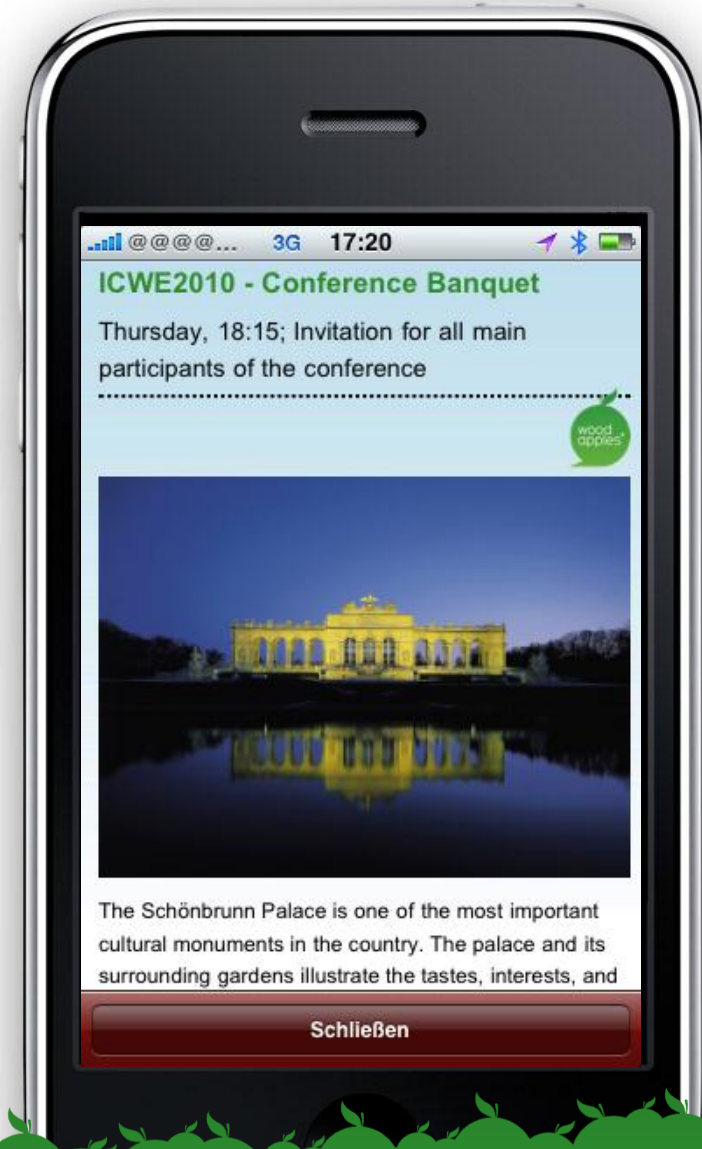
- ⇒ The user can find out the location of the information on a map
- ⇒ The position of the user is also presented on the map



Mobile Website



- ⇒ **Additional information can be displayed on the woodapples mobile website.**
- ⇒ **The advertiser can add here photos, files and films.**



The campaign management tool



Name	Description
Campaign Showcase	This is a showcase to show how easy it is to setup a campaign with Wood
ICWE2010 - Friday	
ICWE2010 - Thursday	
ICWE2010 - Wednesday	
Immobilienmakler	
Messe Wien - Reed Exhibitions	Showcase für Messe Wien
Stadioncenter	
Vienna bars	Vienna bars

Campaign info | Advertisements

Name * Stadioncenter

Description

Validity period * From: 12:00h / 09.06.2010. To: 12:00h / 30.07.2010

Active

Budget * 100

Price per view 0,7

Price per click 0,7

scn

Previous 0 - 1 Next

Name	Address	Coordinates	Radius
SCN	SCN Wien	(16.02147484, 48.02147484)	5000

Details

Name * SCN

Address SCN
Wien

Longitude * 16.3988821

Latitude * 48.2687536

Radius 5000

Update marker based on address on form

Karte | Satellit | Hybrid

Campaign info | **Advertisements**

Headline	Description	
Stadioncenter - Dogeriemarkt	Der Mensch ist unser Maß der Dinge. Hier bin ich ...	Details
Stadioncenter - Deichmann	Bei Deichmann erwartet Kunden eine riesige Auswah...	Details
Stadioncenter - Esprit	ESPRIT wurde 1968 von Susie und Doug Tompkins in ...	Details
Stadioncenter - Gerry Weber - Neue Herbstmode eingetroffen	GERRY WEBER bietet hochwertige Kombi-Kollektionen...	Details
Stadioncenter - Adler	Bei Adler wird das Mode-Sortiment in harmonische...	Details



UseCase

Use Case Hotel Chain



- Woodapples is not limited on regional locations



Use Case Hotel Chain



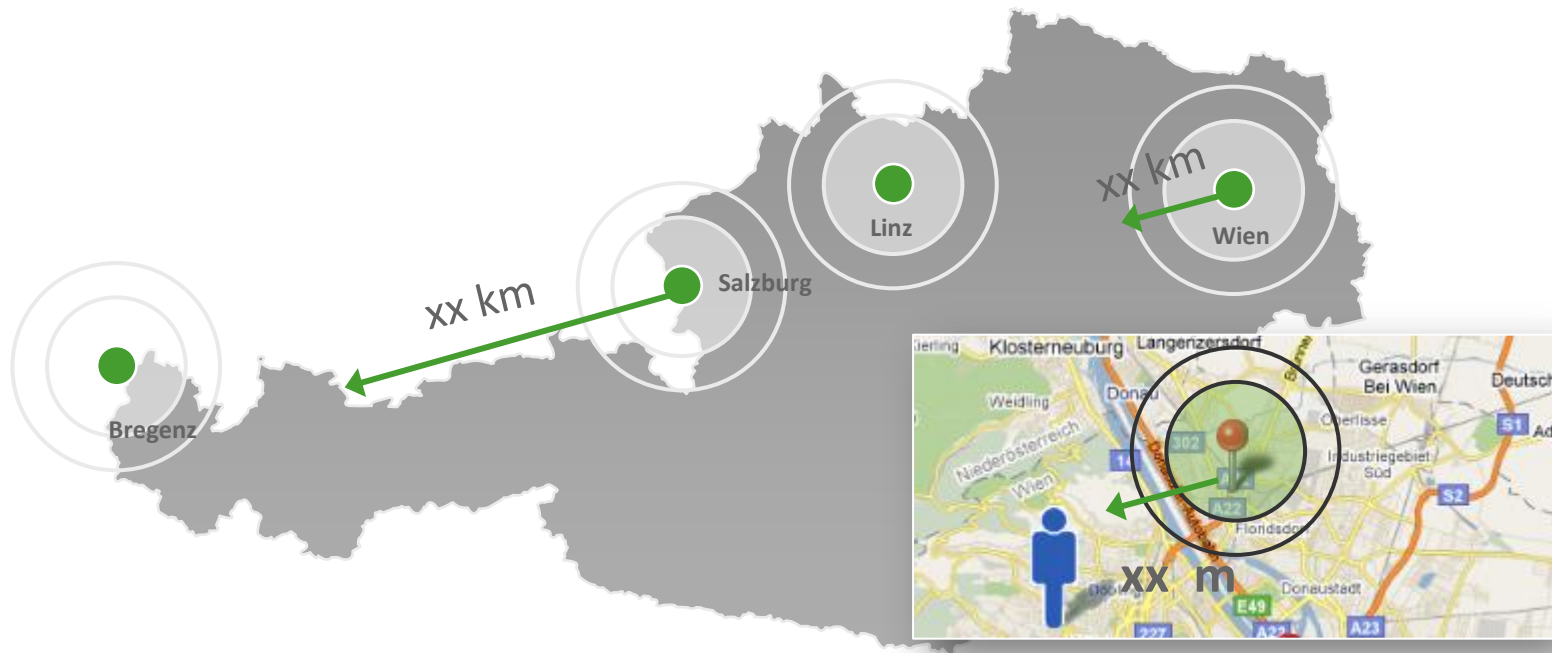
- All hotels of the hotel chain can use Woodapples



Use Case Hotel Chain



- The advertiser can choose in which radius his advertisement will be displayed.





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