internet versus tv

futuro vs passado

o rádio
morei

ojomal
morreu

a tv
morreu

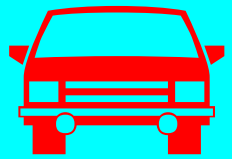
plataformas <

propósitos

uber

qual seu propósito?

transportar pessoas

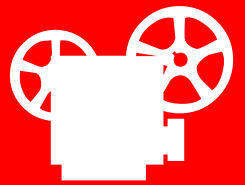


o que querem todos os meios de comunicação?

contar
boas
histórias

tv is the new tv
netflix

já foi dvd um dia

hoje produz seu próprio conteúdo 

buscamos

audiência

tráfego
não

hall de integração

4 tipos primários

ampliação

lisnr

data over audio

When attendees walked near stages, they received news, schedule updates and lineup changes. Festival-goers were proactively notified of changes to the schedule for artists they wanted to see.

USE CASES / PRESENCE & PROXIMITY

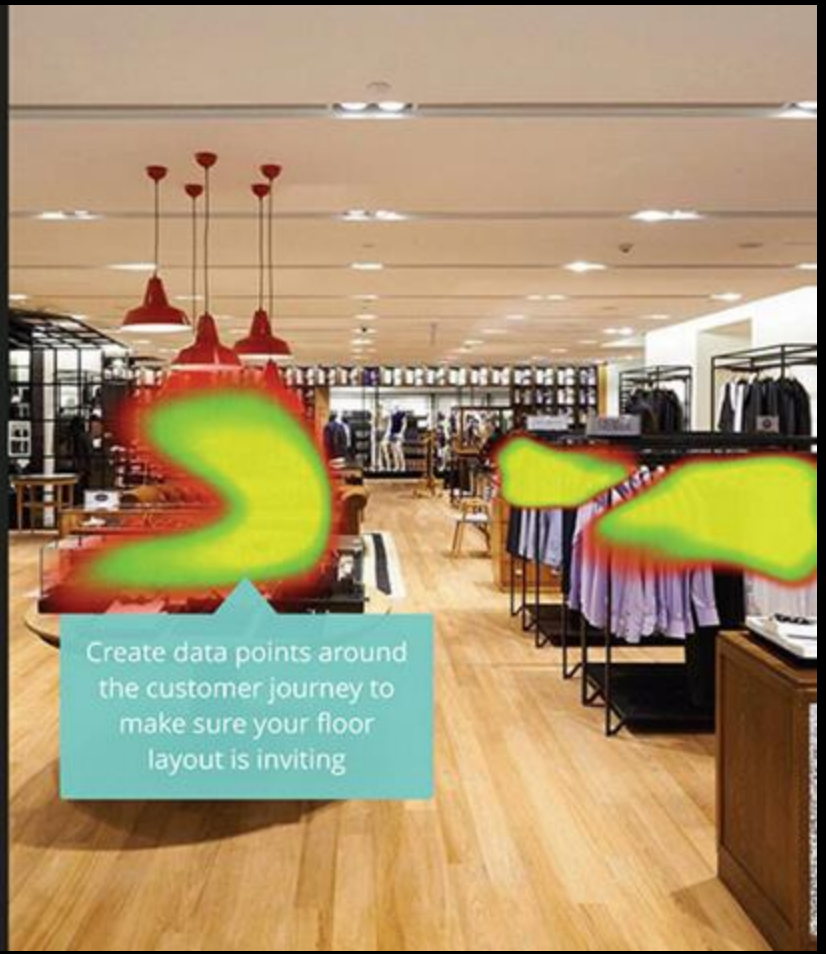
IN STORE

DISCOVER THE CUSTOMER JOURNEY
creating a heat map of of the customer journey through your retail environment(s)

MAKE SMARTER DISPLAY DECISIONS
based on where and when customers are in your space

PREEMPT THE SHOPPING EXPERIENCE
with notifications of noteworthy merchandise and purchase opportunities in the area

**Tones are playing throughout store, audio zones, and/or any device emitting audio*



USE CASES / PROXIMITY

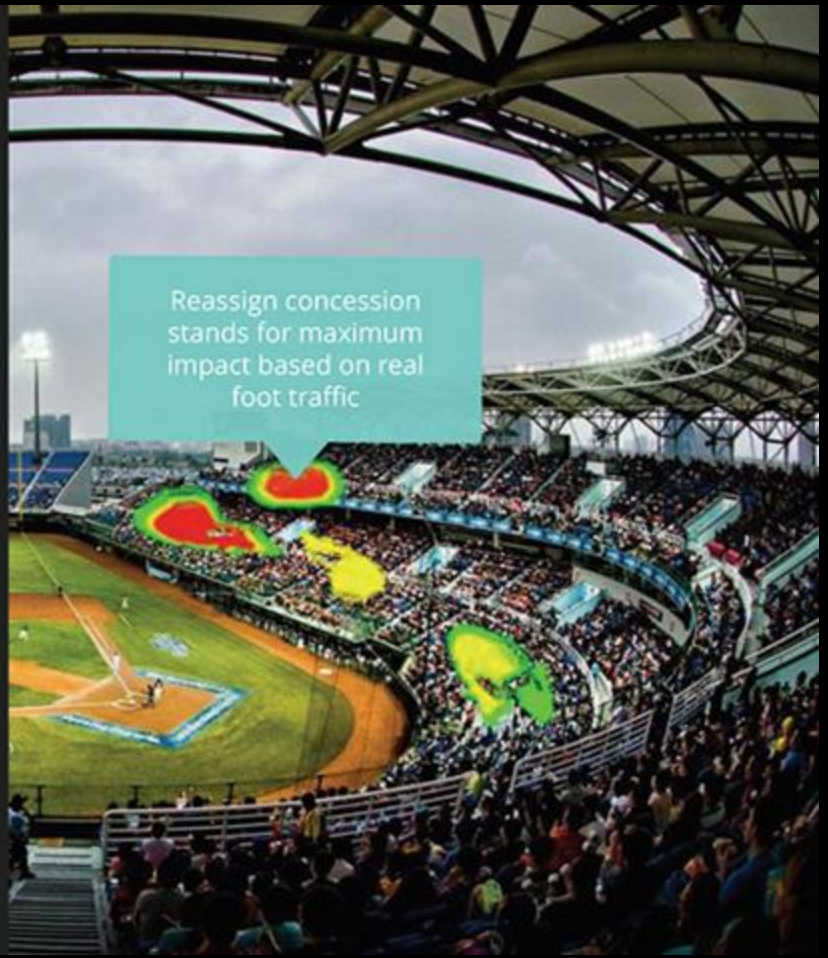
IN VENUE

PERSONALIZE THE VENUE EXPERIENCE
delivering messaging and media depending on where individuals are in your venue

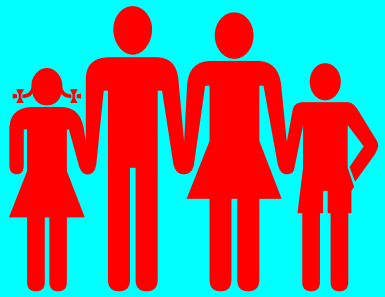
MAKE THE VENUE EASY TO NAVIGATE
with reminders on where restrooms, concessions, and other event necessities are in the space

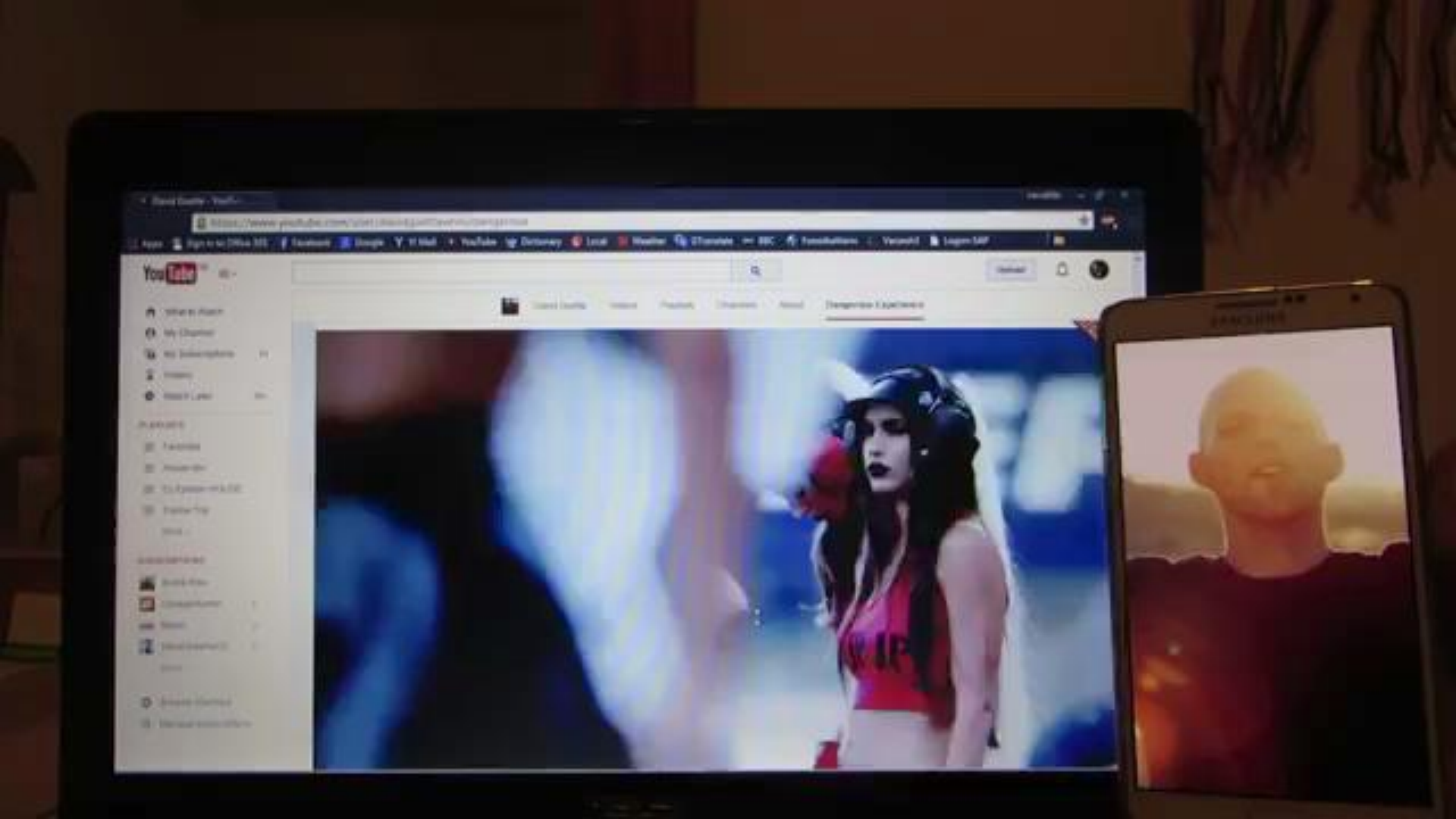
DISCOVER THE FAN JOURNEY
creating a heatmap of consumer activity and presence around the stadium or arenas

**Different tones are playing through different areas in venue*

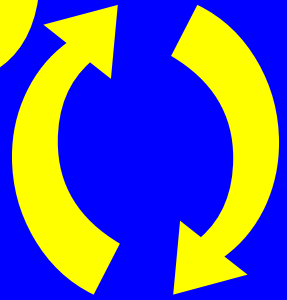


interação





migração



sedex

tv+tw+natal

#issoéentrega

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ao vivo

obrigado

@AskFraga