EloView®

Connecting your content, apps and device management seamlessly into one platform in real-time.

EloView helps you manage your software deployment, push content and control hardware instantly to keep your public interactive experiences up-to-date. Whether you are deploying interactive kiosks, point of sale terminals or a museum exhibit with an interactive component – EloView can help you get up and running quickly and make changes in real time.

Key Selling Points

Top Reasons to Choose Elo

- EloView offers enterprise-grade stability for Android OS connected displays – including support with over-the-air updates

- EloView converts interactive displays into a system that can be remotely managed with no actions or distractions on the screen itself

- Fastest way to deploy your mobile apps and responsive websites in store across the globe for engaging and touch-focused experiences

- EloView is a platform - designed to be modular and can make existing content management systems more efficient and effective

- APKs can directly run on EloView

- App installation and device upgrades can be pushed out instantly to one, a group or all devices in your EloView portal

Target Accounts

| | Retail (POS/POI) | | Hospitality | | Healthcare |

Handling objections

What you hear	Your response
Android is a consumer operating system and it is not supported in our IT environment	Many mobile phones that access corporate resources are already on Android. Elo uses modified Android so that shoppers cannot change anything and IT managers can remotely manage the unit. Android apps and responsive sites allow content synergy not available on other OS's. Android is FREE!
EloView does not have a content library, a content editor, ability to schedule, approval flow, <insert your favorite feature here>	Like any cloud based software application, EloView is always evolving – we are adding platform level features all the time. Here are a few things to keep in mind. • We think content should be managed in one place. Your app/web server. Any device (laptop, customer's phone, store signage, lobby kiosk) should just reach out to that content source. • We realize that some customers need a more capable content management system (CMS) – and EloView is designed with modularity in mind such that a CMS can play on top of EloView. In this scenario, "EloView Light" will take the role of a deployment expeditor, an API and the updater of OS.
But I already have a content management system for my signage	See above...
I just want a "rooted device"	Elo can sell the I-Series device as a "hardware only" sale. However, we feel that EloView will bring value to you by automating initial download of your content, providing a locked screen/button interface, providing your app with an API and periodic OTA updates.
I am not interested in paying for a software service, software should be free	EloView is a service that creates value initially and over time. While some features may be available in the consumer ecosystem for free, for businesses, we want the value created to be matched to price. Elo is happy to engage in a variety of pricing options.

Competitive Edge

Competitor: MDM Systems (AirWatch and Soti)
Elo Advantage
• Extremely easy to use and to get up and running
• Automatic provisioning – when your portal account is set up correctly and devices are added to it – a device coming out of the box immediately connects to your account, downloads, installs and plays the content scheduled previously
• Focused on employee's mobile devices
Competitors Advantage
• Deep penetration in the enterprise mobility space
• Deep set of capabilities

Competitor: Traditional CMS (Scala and Stratacache)
Elo Advantage
• Extremely easy to use and to get up and running
• Automatic provisioning – when your portal account is set up correctly and devices are added to it – a device coming out of the box immediately connects to your account, downloads, installs and plays the content scheduled previously
• Better for Android systems – traditional CMS is Windows centric and non-touch centric
Competitors Advantage
• Good penetration in the signage ecosystem
• Deep set of content management capabilities

Competitor: Android based Content Management Systems (Moki & 11Giraffes)
Elo Advantage
• Better access to customer base, more scalable Moki & 11Giraffes
Competitors Advantage
• Deep set of content management capabilities
• Support many devices – not just 1 device

New Updates

Support for 32-70" IDS displays with an Android Elo Computer Module (Android ECM)
• A new computer module based on the same hardware and software stack as the I-Series will allow customers to provision and manage the full range of 10-70" interactive signage from Elo.

Attract Loop
• "Attract loop" is a video (or other media) that can be scheduled to run each time a device is idle (i.e. there is no one actively using it). Customers can use this feature to attract shoppers to the screen with a call to action.

Enhanced HTML Browser
• The wrapped browser experience in EloView just got a major upgrade. You can now choose to hide the navigation bar and set a timeout to go back to the home page and to clear user data

Navigation Bar
• Now users can move between experiences on I-Series displays via the navigation bar

Email Alerts
• EloView will send high priority alerts (e.g., offline device) by email as they occur and other alerts at the end of the day

Use Cases

Brand Experience	• Communicating visuals and interactive experiences via an interactive platform • Elevate the brand in potential consumer's minds
Endless Aisle	• Describe product range • Training platform • Help customers choose the correct product for them and realize product value
Transactions	• Point of Sale • Self-service point of transactions such as check-in, check-out, etc