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## ID-WELCOME USE CASES

### **Id-Welcome is a software product for displaying personalized media-content**

Id-Welcome is a software solution aimed at driving clients' loyalty and providing top-rank hospitality services, due to greeting employees and guests with personalized welcome messages displayed on interactive screens.

### **WHAT DOES THE USER GET?**

- Targeted content displayed on interactive screens for each specific visitor
- Enhancing visitors' loyalty as well as the status value of business centers
- Delivering all crucial information displayed on the best touchpoints to the visitors
- Integration of interactive elements into business communication
- Group welcome messages, with customizable prioritization for VIP
- Involving the audience in the creation process of unique content for SMM

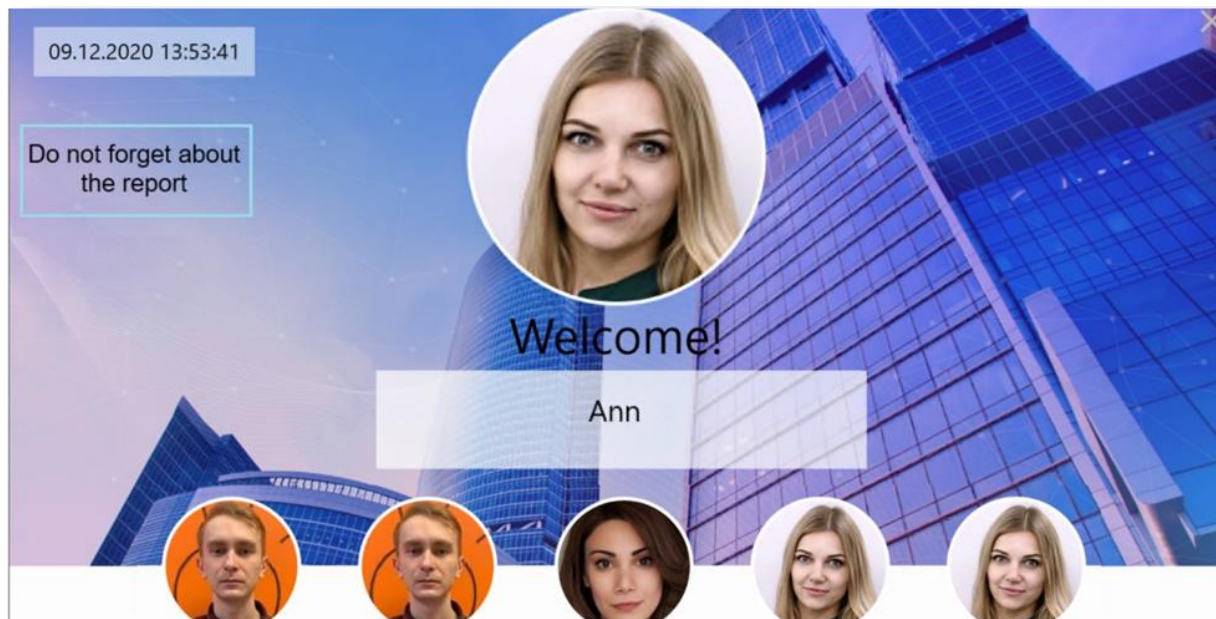


### **INSTALLATION TAKES 20 MINUTES**

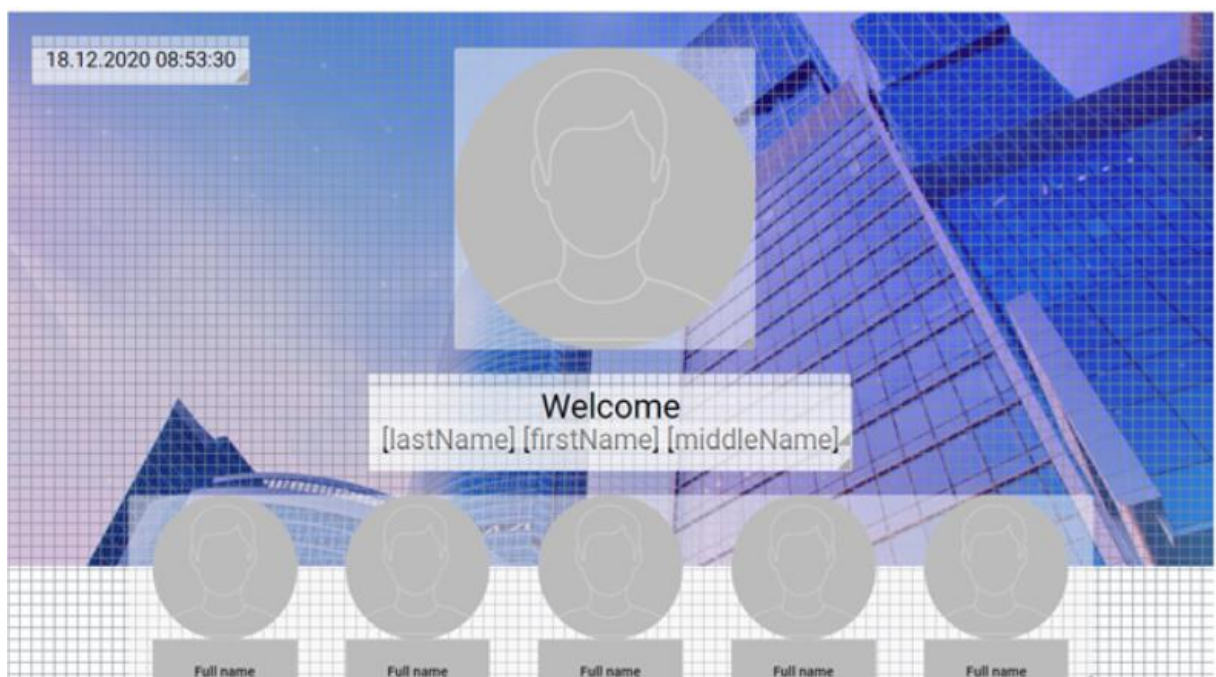
**IN JUST 20 MINUTES** YOU GET A READY-TO-USE PRODUCT WITH ALL THE NECESSARY FUNCTIONAL POSSIBILITIES

## EXAMPLE OF THE ID-WELCOME INTERFACE

### Welcome screen



### Welcome screen constructor



## USE CASES

### Exhibitions, conferences and other public events



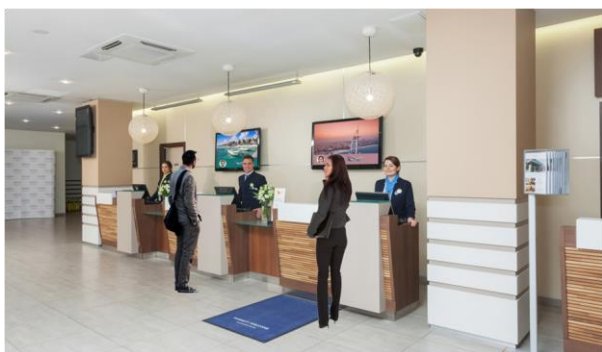
Due to advanced biometrics technologies, the solution is able to recognize each guest by face to display personalized welcome messages and content on interactive screens which definitely drives the guests' loyalty and enhances the technological status value of the event.

### Offices, VIP-zones

When implemented at the entrance points of company offices or VIP areas, the solution recognizes each visitor and employee and show the associated content on the screen, to increase loyalty or to deliver the necessary information.



### Business centers, shopping malls, top-class residential complexes



When installed in the lobby of business centers, VIP zones and other spaces, the solution can recognize status visitors, as well as employees or VIP guests and show welcome content and address messages to increase the loyalty of the visitors and the status value of the business center.

### Hotels and hospitality services

When installed at the entrance passages of hotels, the solution can recognize each hotel guest and show personalized content on the screen to increase the guests' loyalty or convey all the necessary information to them.



## BENEFITS

### Group welcome messages

Notification rules created in the constructor can be applied to all people or displayed only to those who are included in a specially created list for the associated purpose. Group notifications allow you to quickly notify or congratulate a large number of people.

Thanks to easily configurable algorithm for displaying information to groups of visitors, the solution allows you to organize and properly structure a simultaneous greeting for multiple visitors.

### Personal notifications for each visitor

A user-friendly notification constructor allows you to create both regular daily notifications and special greetings related to personal holidays for personal congratulations of each individual.

### Easy-to-use configurator

The solution provides flexible configuration of display scenarios in relation to the location/device of identification. For easy configuration of distributed systems, the solution has a configurator that allows you to match the camera with one or more Digital Signage monitors or digital surfaces to display a greeting.

### Reproducing devices of your choice

For convenience, the solution provides the ability to display welcome screens in Digital Signage systems using network media players. The solution can also play visual content on Android media consoles.

### Face recognition in the context of face-masks requirements

The solution algorithms are continually being improved to ensure rapid adaptation to current pandemic reality. This ensures highly accurate facial recognition even if a person is wearing a mask.

## LICENSING POLICY

The **Id-Welcome** system is a complete software product and is distributed by transferring electronic license keys. Such keys are required for the core element of the Id-Welcome system, as well as for sources of biometric data (self-service terminal/infokiosk with camera, TV with connected IP camera, wall-mounted terminal with a connected camera).

### Profile database



License for the Id-Welcome system core element with the biometric database

### Source for obtaining biometric data



Video camera connection license

### Technical support



1. Dealing with emergencies during the Id-Welcome system operation
2. Providing Id-Welcome updates and documentation
3. Consultations while setting up and configuring the solution