

## What is Purple?

Purple is an intelligent platform for physical spaces. Combining social engagement, marketing tools, data interrogation and location analytics to help businesses gain digital insights into real-time data and create a highly personalised experience for customers in their venues.

### WiFi

Purple's "WiFi" product is for businesses who want to monetize their guest WiFi, while at the same time better understand their customers.

WiFi seamlessly connects guests to the internet through social media login or a form.

Businesses benefit from real time analytical insights, customer demographic data, information on customers behaviour within the venue, plus an array of marketing tools to send targeted customer communications.



- Personalise your WiFi login with social media
- Create templated or dynamic html branded splash pages
- Turn on/off tiered bandwidth charges for WiFi usage
- Apply content filtering
- Send real-time promotions to customers



## Airports

### WiFi for Airports

Airports are places where passengers have time on their hands and expect to be able to access guest WiFi, before and after their flight as well as in the air.

### Waiting for take off

Airport visitors want to check information without leaving the comfort of a coffee shop to find a screen. Passengers also want to find out about airport facilities and view terminal and local maps using a wayfinding app. They will be able to see real-time updates about departures, and be directed to a boarding gate and even their seat when the flight is called.

They also need secure access to their emails, documents and anything else that they might have sitting in the cloud. From air side arrivals to waiting for a taxi in the terminal building, airport visitors expect to be online.

Providing WiFi means that airports can directly engage individual travellers through a variety of social media platforms. Frequent travellers will be recognised and rewarded, then encouraged to share their experience at the airport with their wider social network.

### Monetizing Airport WiFi

Purple also presents a revenue option where retailers, restaurants and bars can advertise promotions to nearby consumers. This information could include refreshments or duty-free shopping, special airport parking offers and invites to use the exclusive lounges.

The airport gains valuable insight into exactly who is in the terminal and their demographics. This information can be used to reposition shops and displays in areas with the highest footfall.

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