

## 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

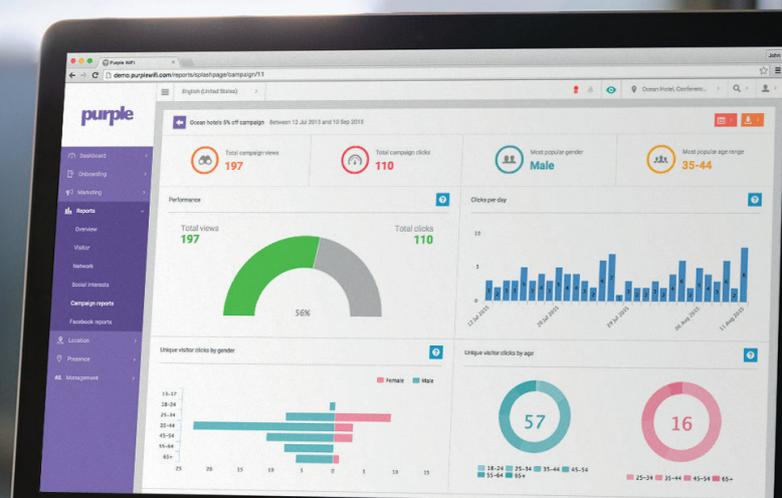
Purple's "WiFi" product is for businesses who want to monetize their guest WiFi, while at the same time better understand their customers.

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



## Attractions

### WiFi for Attractions

At attractions such as theme parks or zoos, expectations are high. With an attraction that offers WiFi the fun can start on arrival. Even during busy periods when there is a wait to get inside, customers can be entertained in the queue.

### The attraction of WiFi

Using WiFi, visitors can view a map and choose which part of the attraction to visit first. They can find out which areas have the longest queues to avoid at that time, helping to improve their overall experience of the venue.

An interactive game can keep children entertained whilst parents use WiFi to browse the web. Visitors could get an offer for a drink after a certain amount of time queueing, or a deal on an annual pass. E-shots and SMS can be sent directly to mobile devices.

### Friendly-friendly WiFi

Our WiFi meets legal best practice, including a content filtering service which is perfect for family-friendly WiFi use at tourist attractions.

### Enhancing customer experience

Guests in a specific area may receive offers for nearby food and drink vendors or gift shops. They can check 'fast pass' availability and showtimes or pre-order and pay for their photos online instead of in another queue. Guests could receive a discount for their next visit, encouraging them to return.

Visitors and tourists can capture their experience by taking pictures and sharing them on social media; easily accessed using WiFi. It is a great way for visitors to spread the word to a wider audience.

## Contact us

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