

## 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



## Commercial

### WiFi for Commercial Offices

Having Purple in your office will enable you to offer a secure guest WiFi service, while providing visitors an interactive, engaging and informative experience.

### Picture the office of the future

Before your guest arrives, they are already pre-authorized onto your guest WiFi network. Their mobile device notifies them to welcome them and you get an alert to tell you that they have entered the building. The booked meeting room lights switch on and the air conditioning adjusts. The guest is presented with the wayfinding tool on their mobile device and finds their way to reception.

### Nice and secure

Purple provides a separate connection for the business, meaning that any commercially sensitive information is secure and can't be accessed by guests. So the connections stay fast and secure, in line with WiFi best practice compliance guidelines.

As a partner of Open DNS, we offer a content filtering service, which automatically blocks IWF blacklisted URLs. We can also also block specific sites at the request of the venue.

What's more, if you are engaging your visitors via social media, your company's website search ranking will be strengthened.

## Contact us

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