

The Aruba Mobile Engagement Solution leverages user, location, device and other contextual data to engage guests in a more meaningful way. This enables enterprise venues to deliver compelling, personalized information to their mobile devices while protecting their privacy.

Visitors who connect to a venue's Wi-Fi can specify their preferences so enterprise businesses know how they want to be engaged. And when they download a venue's custom-branded Meridian mobile app, they can opt-in to get personalized, location-relevant push notifications.

Reliable guest Wi-Fi that's always on

Aruba's answer to the mobile engagement challenge starts with an ultra-fast, highly scalable Wi-Fi infrastructure and ClearPass Guest capabilities, which securely connect visitors to the network via a browser-based portal.

The Wi-Fi network remembers opted-in guests during future visits, and the one-time registration process provides context around each user's unique identity, what devices they use, and their specific interests.

Using this information, the ClearPass Guest portal can display pertinent in-browser ads and encourage visitors to stay connected by downloading the venue's custom-branded Meridian-powered mobile app from Google Play or the Apple App Store.

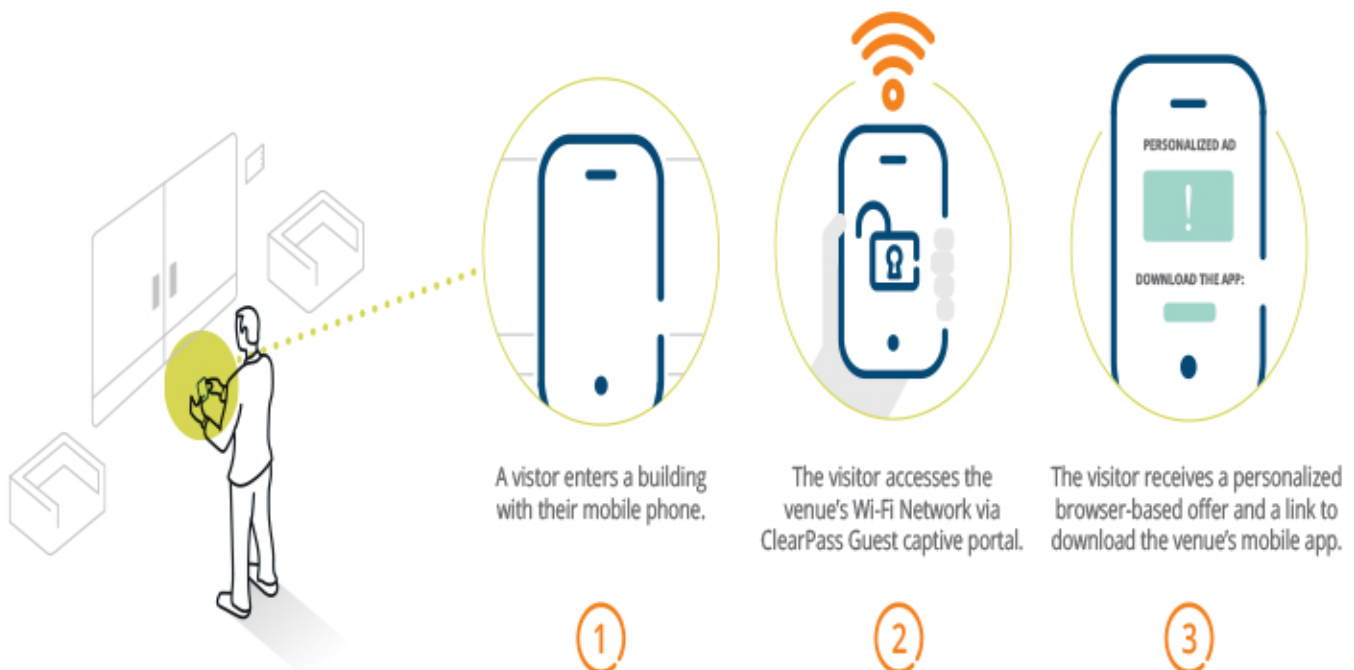


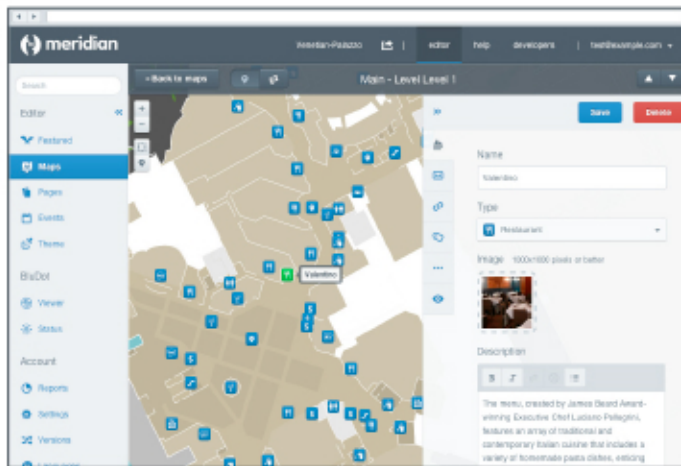
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Meridian content management

In addition to delivering the back-end technology for guest mobile engagement, the Meridian platform includes the Meridian Editor content management system, which gives venues a quick and simple way to create and improve their own customized mobile apps.

A highly visual, cloud-based content management system, the Meridian Editor makes it easy to enter location-specific information like places of interest on a map, directions, onsite events, and services. This content encourages mobile-app users to explore and discover the venue.

With the Meridian Editor, enterprise venues can dramatically reduce the time and effort it takes to develop and maintain engaging, world-class apps for their guest's mobile devices.



The Meridian Editor's intuitive content management system (CMS) lets venues create customized site maps where they can add their own points of interest.

Aruba Location Services powered by Aruba Beacons

Aruba Beacons identify a visitor's location at a venue and work with Meridian-powered mobile apps to deliver many location-aware services to guest mobile devices, including:

- A glowing blue dot that shows their location on a map of your venue.
- Turn-by-turn directions to nearby amenities on your property.
- Push notifications with relevant content based on personal preferences.

One of the Bay Area's newest and largest sports stadiums leverages Aruba Beacons to dispatch location services to their customized mobile app so fans can get turn-by-turn directions to the nearest concessions, their seats and other places of interest.



Aruba Beacons are available in battery and USB powered versions for indoor location-based services.



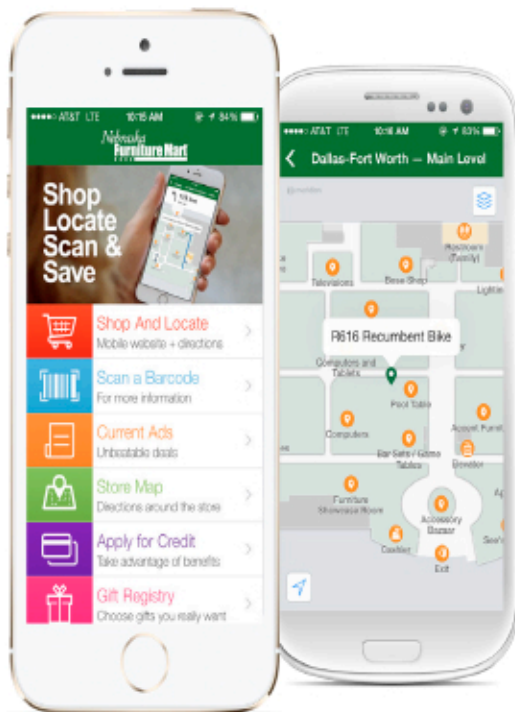
MOBILE ENGAGEMENT THAT'S TAILORED TO YOUR BUSINESS

Retail

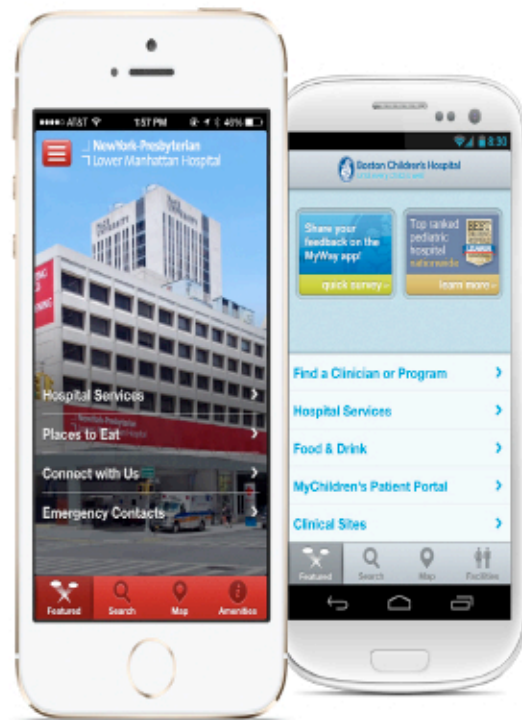
While retailers have adapted to e-commerce, they've equally improved their brick-and-mortar experiences. But until recently, technology hasn't kept pace with these crucial arms of the retail business. That's changing with advances in location-based technology.

For retail engagement, Aruba Meridian-powered mobile apps and location capabilities give customers a unique and memorable shopping experience wherever they happen to be – at home, in the store and anywhere in between.

One of the largest furniture and electronics retailers in the United States, Nebraska Furniture Mart, relies on Aruba Beacons and the Meridian Platform to give customers in-store "blue dot" directions to in-store services and merchandise. They can also push unique offers to customer mobile devices based on their in-store location or personal opt-in preferences.



With Meridian-powered apps and Aruba Beacons, retailers can guide shoppers to departments and send push notifications about sales to reward loyalty.



To improve the quality of healthcare delivery, hospitals can offer a menu of local services, turn-by-turn directions, and push out notifications to pick up prescriptions.

Hospitals

Hospitals often consist of a complex mix of buildings and campuses that welcome thousands of patients and visitors. It can be stressful and confusing for patients as they make their way to clinical appointments, waiting areas, cafeterias, and other onsite health services.

Aruba connects hospitals with patients in ways that complement information desks, directional signage and other wayfinding tools. With Meridian mobile apps, hospitals like Boston Children's can guide visitors to clinical departments, food-and-drink options, and nearby amenities.

The Meridian platform also enables hospitals to add a variety of functionality to their custom mobile apps. For example, the Meridian platform makes it easy to integrate patient services systems, staff directories and social media with their mobile app.