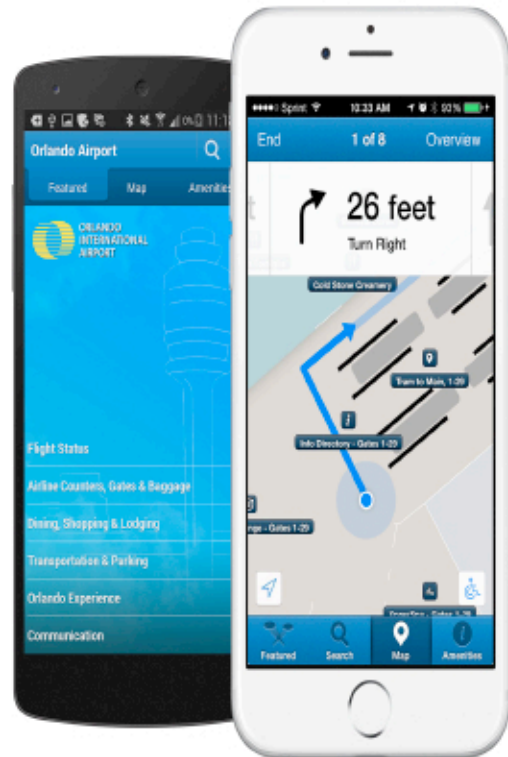


Hospitality

Hotels, casinos, resorts and cruise lines employ a tactical approach to engage customers more than any other location-based venue. Loyalty programs, digital signage and strategic building layouts are all part of the hospitality industry's arsenal.

That's why hospitality venues are adopting the Aruba Mobile Engagement solution with such fervor. A growing number of businesses like the Venetian and the Palazzo Las Vegas Resort-Hotel-Casino use Meridian-powered apps to engage customers onsite and off.

Guests can get location-based offers that alert them to onsite services as well as turn-by-turn directions to restaurants, entertainment and shopping. The Meridian platform also makes it easy to add mobile web-sites, loyalty programs and social media to a venue's mobile apps.



Airports can create revenue by pushing out promos and offering turn-by-turn directions to gates, restaurants, retailers, transportation, restrooms and ATMs.

Airports

Few venues see more people hastily navigating their way indoors than airports. In the past, weary travelers hovered around electronic displays to find their gates, while those with a layover wandered the terminals in search of something to eat or something to read.

Today, Aruba helps travelers find their way through airports, whether they're in a hurry or have time to burn. Meridian powered apps give travelers at Orlando International Airport and other airports turn-by-turn directions to gates, food, shops, ATMs, restrooms and ground transportation.



Hotels, casinos and resorts can update guests in real-time about current events and help them find their way to restaurants, entertainment and shopping destinations.

Stadiums

Unlike season-ticket holders, most stadium visitors wander about the premises looking for their friends, their seats, concession stands, restrooms and variety of other services. And after the event, they search for the quickest way out to the parking lot.

Thankfully, mobile engagement technology puts wayfinding into the customer's hands. Stadiums that adopt the Aruba Mobile Engagement solution can give attendees turn-by-turn directions to just about anywhere they want to go.

Fans at Levi's Stadium in Santa Clara, CA enjoy "blue dot" directions to their seats as well as in-app food and beverage ordering – made possible by the stadium's Meridian-powered app and Aruba Beacon hardware.



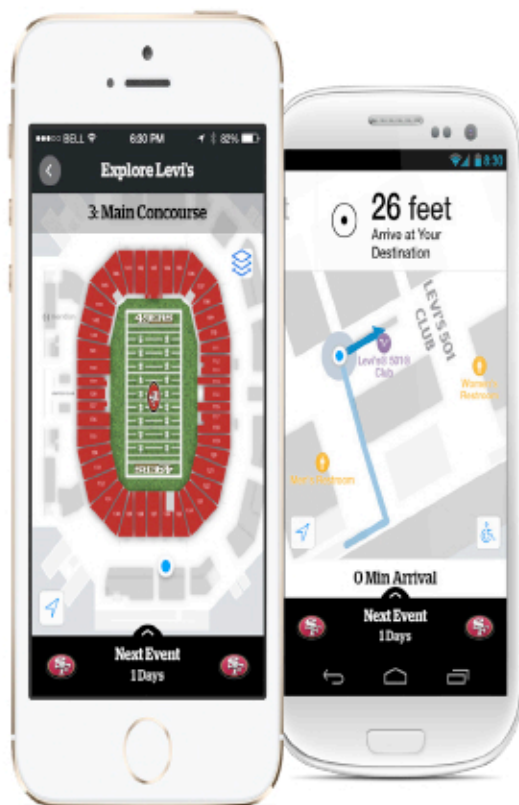
Mobile devices become personal tour guides that take visitors on their very own personalized journey through the museum.

Museums

Years ago, museums connected with visitors through rented Pocket PCs and iPAQ PDAs. With the arrival of iPhones and Android devices, museums scrapped the old stuff and now enable visitors to connect using their own Wi-Fi-enabled smartphones.

Meridian-powered mobile apps provide museum visitors with an in-pocket tour guide. For example, The American Museum of Natural History uses a Meridian-powered app with Aruba Beacon hardware to guide visitors with "blue dot" navigation to works of art that are on display.

Many cultural centers also find it helpful to use the Meridian platform to provide turn-by-turn directions to exhibits as well as integrate event calendars and social media efforts into their custom-branded mobile apps.



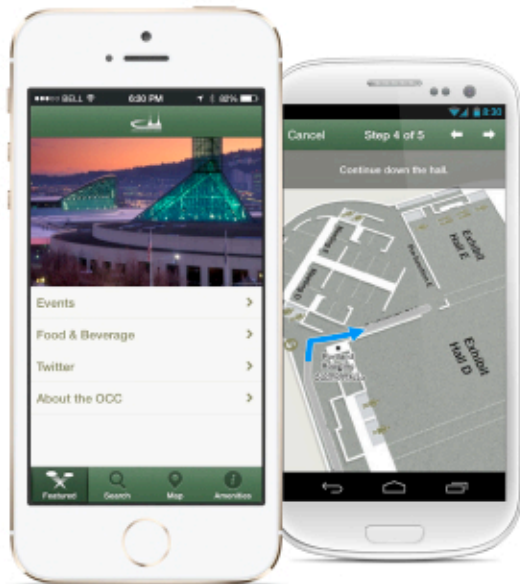
Offering turn-by-turn directions to seats and concessionaires make intimidating stadiums feel like your own backyard.

Convention Centers

Winding your way through convention centers can be a challenge for attendees and exhibitors at trade shows and other elaborate indoor events. Those looking for exhibits, places to eat, restrooms and information desks have had to rely on fixed signage to point the way.

Today, the Aruba Mobile Engagement solution makes it possible to use the Wi-Fi infrastructure to communicate with many thousands of attendees and exhibitors through their smartphones, tablets and other personal mobile devices.

With Meridian-powered apps, convention center venues can provide attendees with turn-by-turn directions from a trade show exhibit to a conference break-out session, and then to concession areas when they need a break.



Providing visitors with the locations of trade show booths, exhibit halls, rest areas and food vendors reduce the need for physical signage.

And the legions of conference sponsors and organizers who occupy a convention floor can quickly and easily customize the mobile app experience with their unique brand, floor layouts and event activities.

Conclusion

The Aruba Mobile Engagement solution enables new location-aware services and personalizes the visitor experience by leveraging contextual data from Aruba – ClearPass Guest, Wi-Fi and Aruba Location Services – with Meridian-powered mobile apps to engage customers in real-time.

ClearPass Guest makes it easy for visitors to securely connect to a venue's enterprise Wi-Fi network, while simultaneously delivering targeted communications and links to download a customized mobile app.

Best-in-class Aruba Wi-Fi and Aruba Location Services (powered by Aruba Beacons) allow businesses to deliver a wide range of location-aware mobile engagement features – including indoor wayfinding and proximity-based push notifications – to visitors who opt-in and download the Meridian mobile app.

With Aruba, businesses can leverage user, device, location, and other contextual data to engage visitors in relevant and meaningful ways, encourage brand loyalty, increase revenue, and create a memorable guest experience by offering more personalized services.