

INTERACTIVE SIGNAGE APP-PLATFORM

TOUCH FUTURE. TOGETHER.



All Touchscreens. One App-Platform.

Interactive Digital Signage

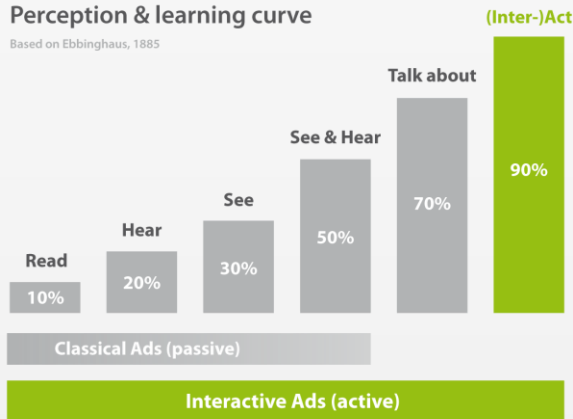


At a double digit growth rate per annum digital signage has become the trendy topic of the future. eyefactive is already one step ahead though and combines **digital content with multitouch technology** in large format: *interactive* digital signage.

By means of interactive content clients are being actively integrated in the communication process and thus much more emotionally and sustainably involved than by any conventional passive media.

Perception & learning curve

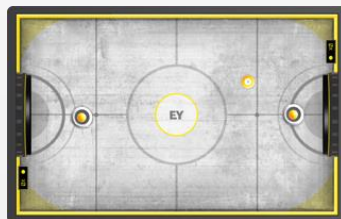
Based on Ebbinghaus, 1885



Applications



Present yourself as an innovative enterprise and **make brands and products an interactive experience** for your clients: a virtual catalogue in a shop window, a digital consulting desk in a flagship store or an info terminal at the airport.



- Presentations
- Infotainment
- Forms
- Maps / Locations
- Multimedia
- Webbrowser
- Games
- Quiz
- Menus
- ...

First Interactive Signage App-Platform



Based on eyefactive's innovative award-winning **multiuser technology**, a whole new eco-system emerges for interactive software on large-scale professional touchscreens.

 **APP SDK**

 **APP STORE**

 **APP SUITE**



DEVELOPMENT
FRAMEWORK

ONLINE APP
MARKETPLACE

DISPLAY
TOUCH CMS

APP SUITE



The intuitive content management system (CMS) enables you to easily integrate your own content and designs. In a few steps you will create your individual multitouch software solution – **no programming skills required!**



APP SUITE



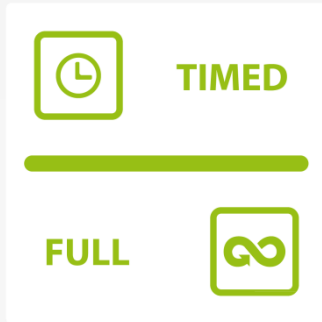
Partners & customers **benefit significantly from lower costs and production time** when customizing *ready-to-use* apps instead of developing from scratch.



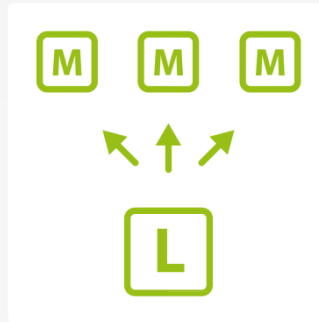
APP STORE



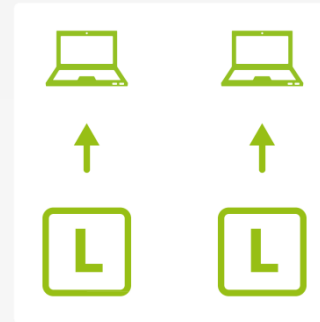
Try-before-buy! Our pricing is based on a freemium model: You can download and use all apps **completely free of charge** – with full features. A licenced app just comes without watermarks.



Buy full app licences **or rent** apps for temporary use.



Create **unlimited modifications** with only one licence.



A licence is valid for one device, **all updates included**.

APPSTORE PARTNER-PROGRAM

TOUCH FUTURE. TOGETHER.



CLIENTS

RESELLER

AGENTS

 APP STORE



All Touchscreens. One App-Platform.

Reseller

Reseller get permanent discounts on app licences, they resell on their own account. They may also offer additional services like content administration.



Agents

Agents receive commissions for all licences which can be matched to their partner ID either by promotional coupon-codes or registrations via an AppStore partner link.



Promotional Coupon-Codes

Customers can be granted discounts for app licences with special coupon-codes, i.e. **on flyers or partner websites**. These codes will be set up for partners individually by eyefactive.



CUSTOMER



**CUSTOMER USES
CODES**

APP STORE



**AGENT GETS
COMMISSIONS**

AGENT

AppStore Partner-Link

Partners get a special AppStore Partner-Link, introducing forwarded new customers with an **individual popup**, showing a partner logo and a possible coupon-code.



MULTITOUCH-APPSTORE.COM / **AGENT**

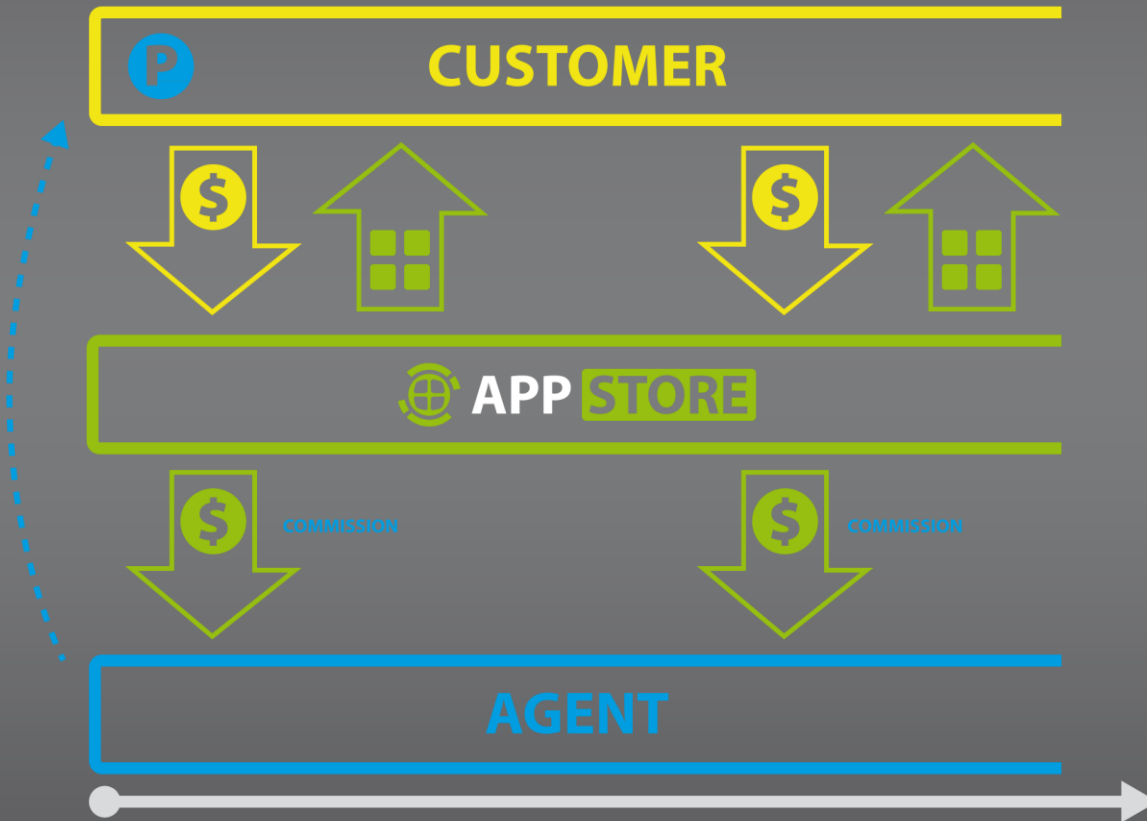


**AGENT
POPUP**



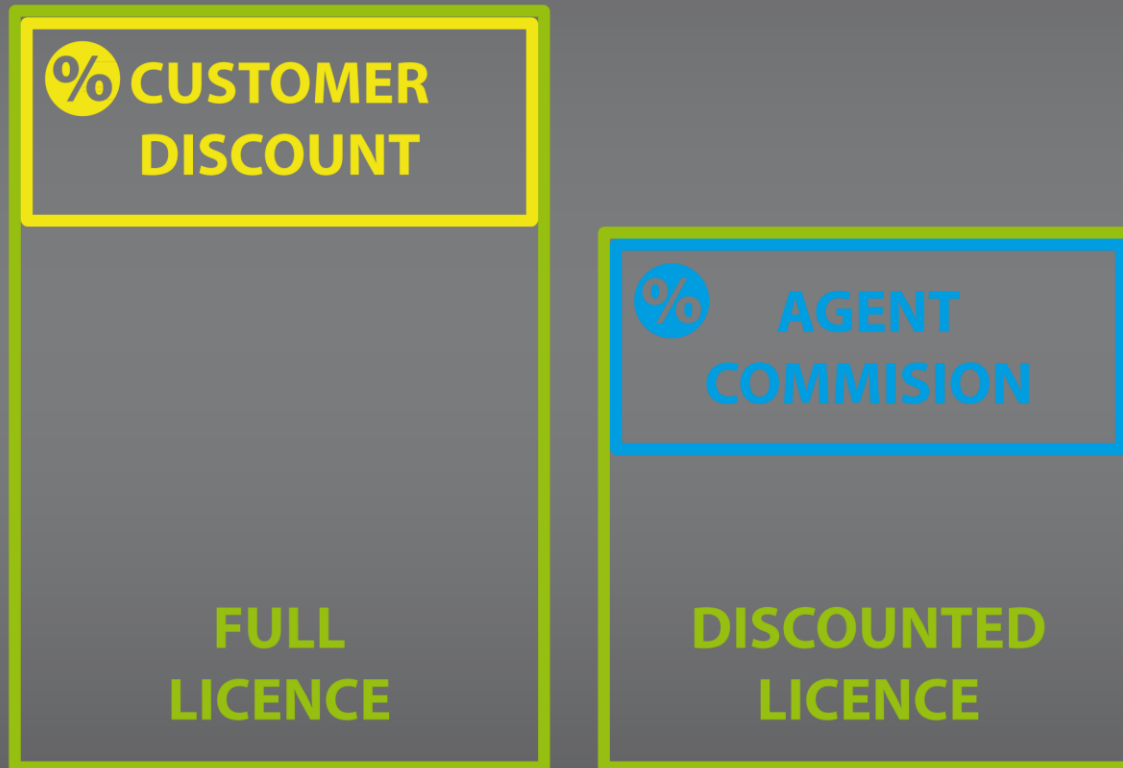
Customer Binding

New registered customers coming from a partner-website via a special link will be bound to this partner. The partner gets **commissions for all upcoming transactions** of this customer.



Commissions

Commissions for agents are calculated based on the discounted app licence fee.



AppStore Partner-Backend



As our official partner you will get access to the AppStore partner-backend, listing all of your binded customers, promotional coupon codes and commissions.

The screenshot displays the AppStore Partner-Backend interface. At the top, there is a navigation bar with the AppStore logo, a 'Download now!' button, and menu items for 'TOUR', 'APPS', and 'WIDGETS'. Below this is a sub-navigation bar with 'Profile', 'Licenses', 'Systems', 'Commissions', 'Customers', and 'Coupons'. The main content area is titled 'Partner 01' and contains a table with the following data:

App	Date	Price	Commission	Company	Coupon-Code
Airhockey	2015-01-07	399,00 €	119,70 €	eyefactive GmbH	
Airhockey	2015-01-07	299,25 €	89,78 €	eyefactive GmbH	
Airhockey	2015-01-07	299,25 €	89,78 €	eyefactive GmbH	47C9OE
Airhockey	2015-01-07	299,25 €	89,78 €	eyefactive GmbH	47C9OE
Airhockey	2015-01-07	299,25 €	89,78 €	eyefactive GmbH	47C9OE
Airhockey	2015-01-08	299,25 €	89,78 €	eyefactive GmbH	47C9OE
Airhockey	2015-01-13	299,25 €	89,78 €	eyefactive GmbH	47C9OE
Airhockey	2015-01-13	299,25 €	89,78 €	eyefactive GmbH	47C9OE

Summary: Your Possibilities



Become our official AppStore partner, get discounts as a **reseller** and distribute apps and get commissions for customer licences as an **agent**.

RESELLER

- Resell discounted licences
- Additional services

AGENTS

- Commissions for licences
- Pre-Install AppSuite
- Coupon-Codes
- Weblink to AppStore
- Customer Binding



Trends & Facts: Digital Signage



Electronic displays with digital content used mainly for **marketing purposes i.e. in stores or public spaces**. With a growing number of touchscreens, digital signage evolves to → interactive signage.



- Trade fairs & Events
- Point of Sale / Retail
- Public Spaces & Transport
- Hotels
- Museums & Science Center
- Gastronomy
- ...

The total digital signage market is expected to reach \$14,8 billion by 2020

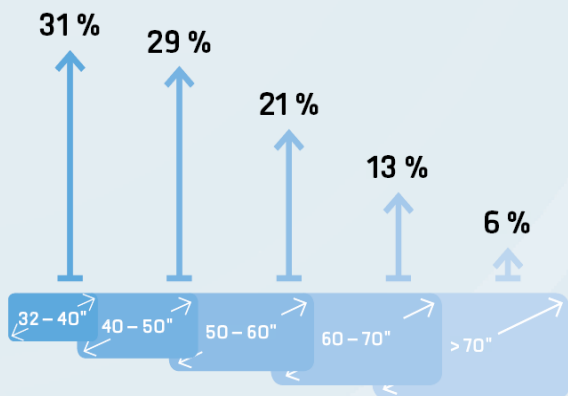
(Source: marketsandmarkets)



Trends & Facts: Displays + OS

Typical screen sizes range between 32 to 60 inches. The OS market for media players is dominated by Windows, though demand for Android media players is rising.

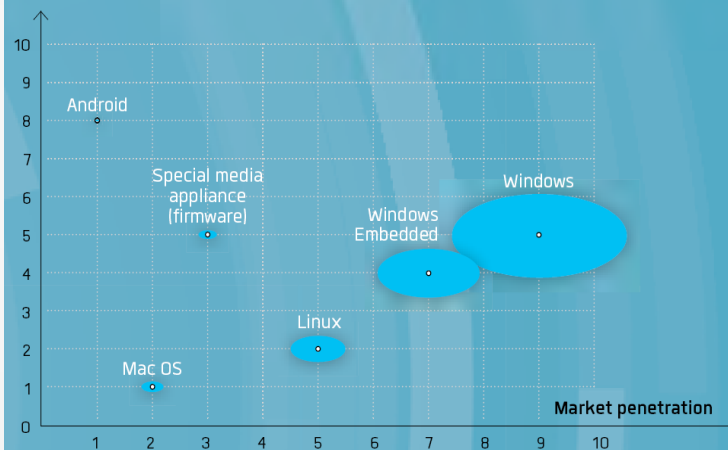
The most popular display sizes



1/5 of all displays are larger than 60".

Operating systems in digital signage installations

Demand dynamics



Windows predominates in digital signage projects.

Trends & Facts: Signage Touchscreens



Touch technology now advances to large-scale displays by renowned manufacturers for professional interactive use cases.

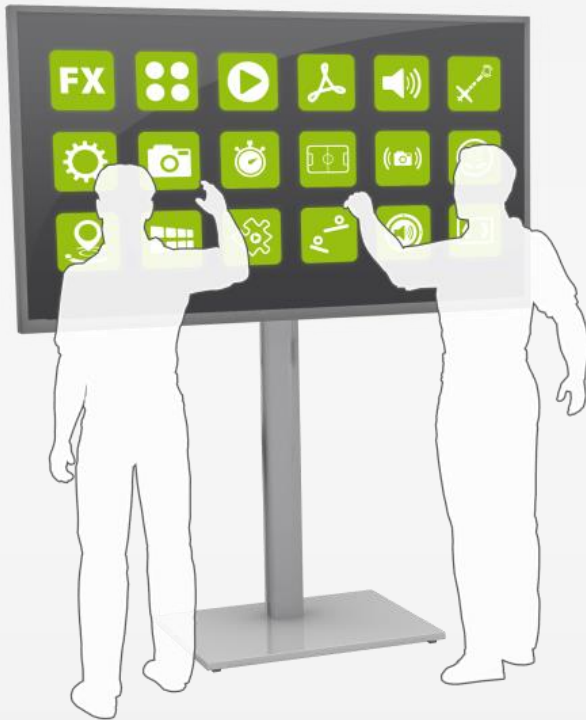
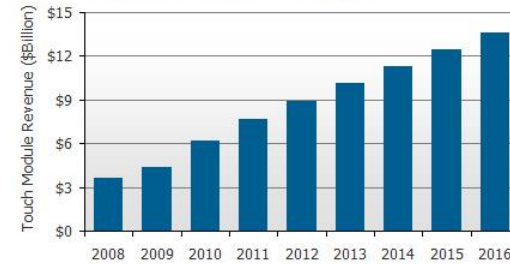


Figure 1: Touch Screen Module Revenue Forecast



**Touchscreen revenue forecast
over \$3,5 billion in 2016,**
(Source: displaysearch.com)

**selling more than 58 mn. units of
large scale touchscreens per year.**
(Source: IHS)

How to apply

To apply as an official AppStore-Partner is totally free, just follow three simple steps to start:

1. CONTACT US

Write us an e-mail to partners@eyefactive.com



2. SIGN IN

Sign our partners agreement

3. START !

We set up everything for you to start distributing apps – **completely free of charge**. Use promotion codes, link to your unique AppStore sub-domain and earn commissions right away!

www.multitouch-appstore.com

