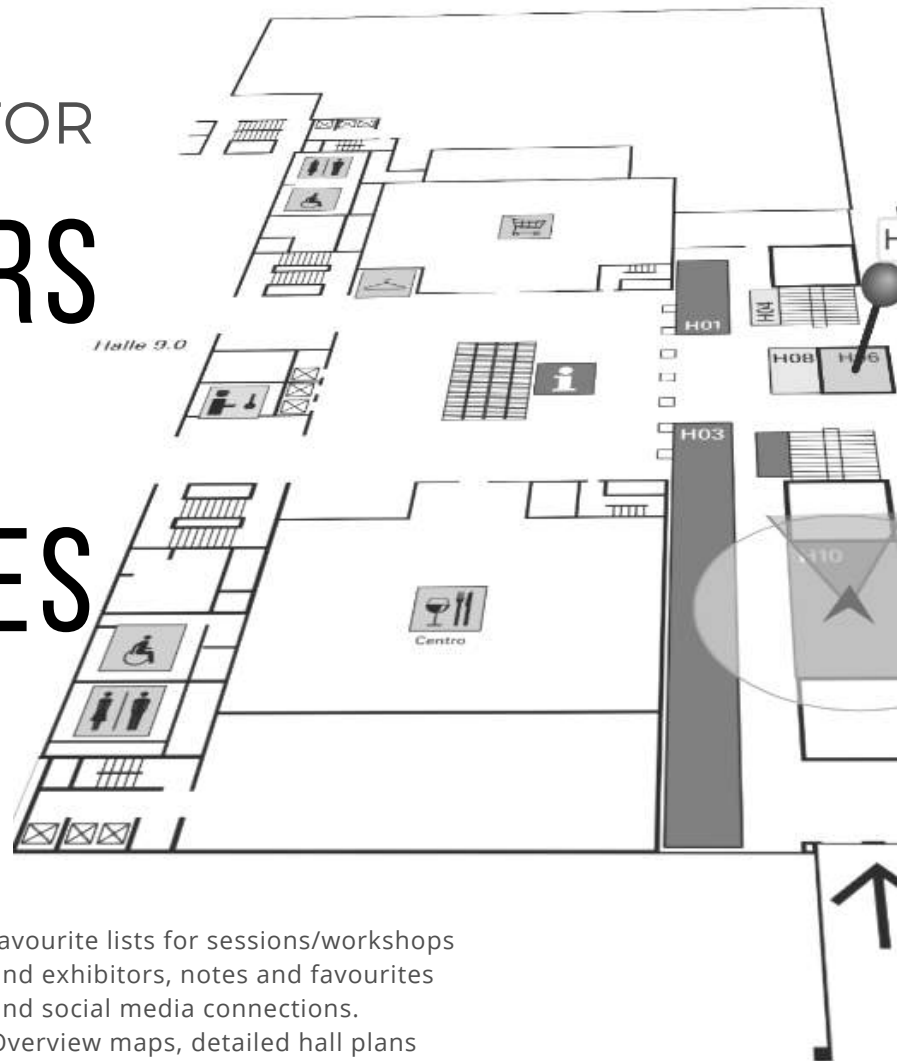


APP PLATFORM FOR TRADE FAIRS AND CONGRESSES



The visitor information system **eyeGuide** is an innovative solution for congresses and trade fairs. This app is characterized by its high user-friendliness, and at the same time it offers interesting advertising possibilities for refinancing.

eyeGuide is a creative platform for mobile event apps and assists the user with planning, orientation and background information. The application was developed for all relevant platforms (IOS, Android).

The **eyeGuide** technology can be adapted to each individual design of the respective trade fair and the functions can be expanded upon request.

In addition to general information such as opening hours and directions, **eyeGuide** is already equipped with key elements such as a complete exhibitor and event lists with interactive plans of the area, an intelligent search function (full-text search and fault-tolerant with search-term suggestions)

favourite lists for sessions/workshops and exhibitors, notes and favourites and social media connections. Overview maps, detailed hall plans with compass function and orientation according to viewing direction helps the visitor to quickly find his way around.

This can be extended by, for example, augmented reality integrations, digital trade fair folders and QR code readers. Since Wi-Fi is not always available at trade fairs, all functions can also be used completely offline. After the fair or the congress the visitor data can be analyzed directly from the app.

eyeGuide has already been used for a large number of trade fairs and congresses such as the Toy Fair in Nuremberg, the Euler (European Rheumatology Congress), the Frankfurt Book Fair and drinktec.

ABOUT US

eyeled was founded in 2000 as a spin-off company of the DFKI, the German Research Center for Artificial Intelligence and has since then established itself on the market as a specialist for sophisticated mobile solutions. We are a part of the "Spitzencluster Softwareentwicklung" and collaborate with partners in various research projects.

As a specialist for mobility and integration, we support our clients with the conception, implementation and management of mobile solutions.

Based on our many years of experience, we offer expert individual advice and assist with the integration of their personal mobile solution into their own IT landscape.

Contact: Eyeled GmbH, Science Park 1,
66123 Saarbrücken, Germany
Tel.: +49 681 3096-110, info@eyeled.de

