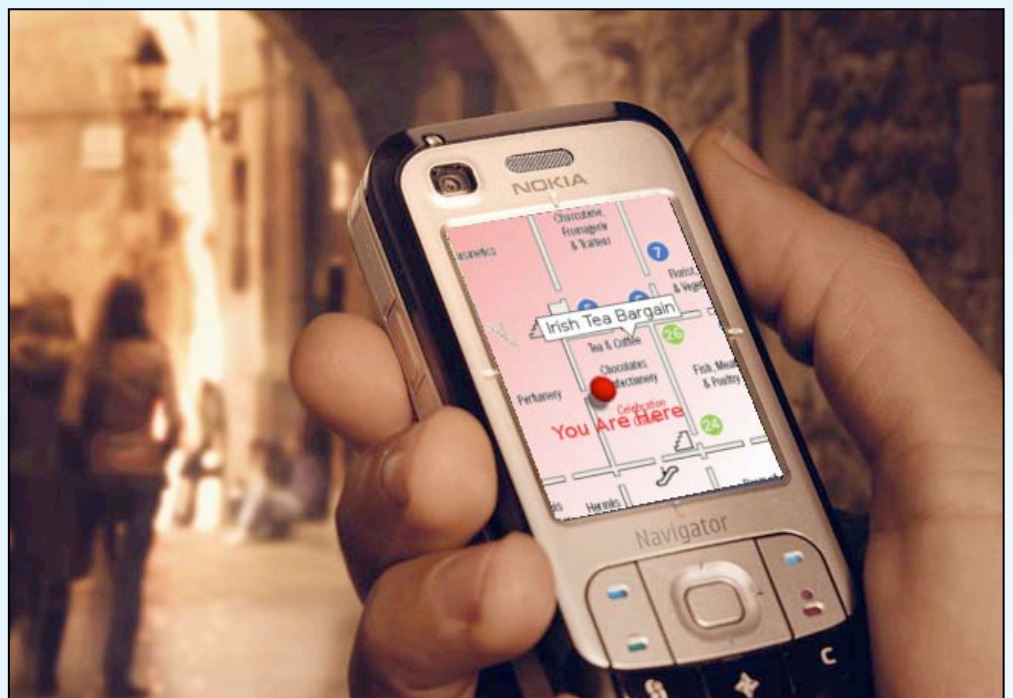


what
a map!

whatamap.com

Smart Guidance Solutions

Solution Guide 2009



Smart Guidance Solutions

Whatamap.com brings intelligence into how people are experiencing your location.

Our aim is to provide our customers with industry-leading solutions for making their visitors feel safe, comfortable and in control during their stay - at the same time opening new avenues for advertising and revenue growth.

Plus, Whatamap.com solutions can be used to attract the visitor when he has not yet even arrived - and after he has left, to collect information, keep contact and generate recurring visits.



Elements of Guidance

Whatamap.com digital guidance platform seamlessly integrates several components for building complete guidance solutions:

1. Displays & Mobile Devices

For displaying the guidance

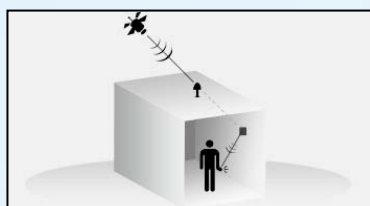


2. Wireless Distribution

For making the guidance accessible

3. Content Management

For keeping the information up to date



4. Additional Services

For enhancing the guidance

Displays & Mobile Devices

Whatamap.com guidance solutions are displayed to the visitors through a multi-channel approach:

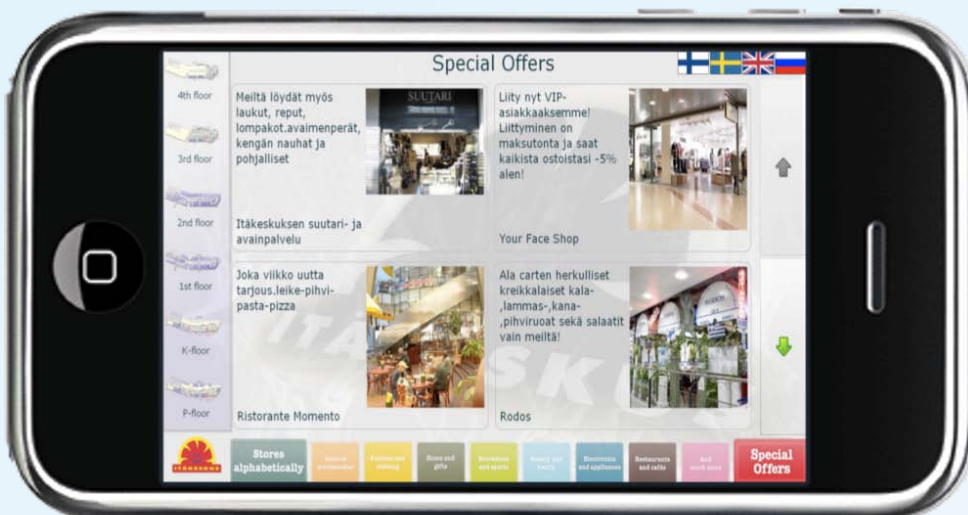


Large Touch Displays

- Ranging from 42" to 65"
- Infra-Red touch sensors
- Full HD
- Integrated PC, WLAN

Mobile Applications & Devices

Covering almost all mobile devices from iPhone to Nokia, Blackberry, Sony-Ericsson, Samsung, LG, others



Wireless Distribution

Whatamap.com guidance can be distributed on your website and over the air:

Text Messages

- All mobile operators supported
- Viral distribution between friends
- Automated sending of messages to specific target groups



Your Website

Attach easy download of a mobile guide into your website

Wireless Hotspots

- Bluetooth, Wireless LAN
- Network-free distribution
- Proximity-based distribution

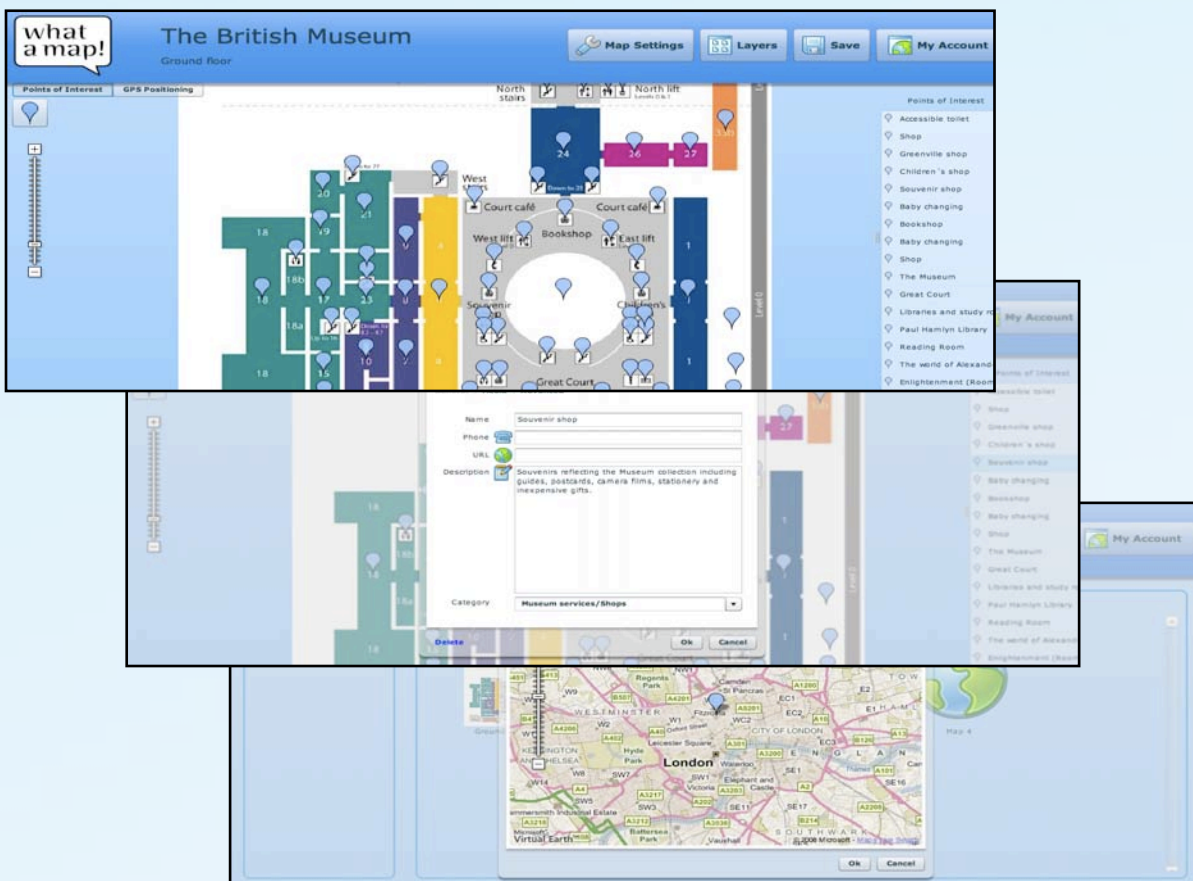


Content Management

Whatamap.com uses easy on-line tools for creating and updating guidance solutions. These tools can be used by the customer or his subcontractors as well.

There is also a programmatic interface that allows direct integration into any existing content - retailer information, special offers, loyal customer databases, or news or events can be automatically brought into the guidance solution.

Whatamap.com excels in making sure that the information is - and stays - up to date.



Additional Services

Special Customization

Integration to external systems, guidance planning, graphical design, localization Consultation



Support and Maintenance

Maintaining content and hardware
Planning and deployment
Technical support

Indoor Positioning

Indoor GPS
Wireless LAN positioning
Positioning tags



Case Study: Itäkeskus



Everything and anything else.

Itäkeskus Shopping Center is the largest shopping center in Nordic countries, with gross leasable area of 96 300 m² (1 036 565 sqft) and 240 different shops and restaurants for the 24 million annual visitors.

In Itäkeskus, a lot of human resources were going into helping people find around and updating printed maps and brochures - at the same time, they were willing to build an image of an easily accessible, modern shopping center.

As a solution, Whatamap deployed a digital guidance system that covers everything from home to the point of sale.



First, visitors are able to browse the website of the shopping center, finding interactive maps and information about the shopping center.

Second, either from the website or when already at the entrance, visitors are able to download a mobile shopping guide into their mobile phones. The mobile guide displays the maps and retailers, and updated special offers available right now.

Third, when walking around the center, visitors are able to tap and view information from 42" touch screens placed throughout the center.

All these services were provided a super-easy user interface, localized into four different languages, and integrated into the shopping center intranet for the retailers to update their information.

