



Location Based  
Venue Intelligence



VenuIQ is designed around your needs. It can be anything you want it to be but at its heart, VenuIQ is an app operated on your customer's device that provides information about your venue and its contents.

Our Beacon devices that are located throughout your venue trigger guide points in your app. So, standing in front of a painting in a gallery could start information playing about the painting, or the visitor could tap their screen to find out more about the artist. Alternatively, the Beacon may trigger your app to tell a customer the price of a sofa they've sat on in a department store, where it's made, who by and what materials it is constructed from.

We can make your app do whatever you want it to do! If you'd like to understand visitor movements to see what your most popular exhibit is, the app will collect that information and you can access it in table and graph form. You can see your peak hours, from day to day, season to season. Not just raw ticket data but what your visitors are actually doing when they visit your venue.



Your app doesn't just work for you though – it makes your visitor's experience even better. From information points triggered by moving within an Beacon's range, to providing a guided walk-through map, suggesting a tour based on their free time, or even helping the visitor see where the most people are at present and suggesting a quieter spot to begin. All this and more is possible. See our case studies and suggested uses for more information on how the app could work in your industry.

### **VenuIQ comes in two flavours, Out Of The Box and Made To Measure.**

**Our Out Of The Box solution is a ready-to-go app experience that features the following modules:**

- Heat Mapping
- Interactive Q&A
- Event Management
- User Management
- Sponsor Management
- Event Schedule
- Social Feeds
- Messaging Functions
- Gamification
- Beacons
- Location based tracking
- Push Notifications

**Our Made To Measure solution is a custom made app experience that can include any of the Out Of The Box modules plus:**

- Sales integration
- Accounting
- Email Marketing
- Membership & Security
- Web Experiences

Or anything else you need created as a bespoke solution.

Take a look at how our customers are already using VenuIQ >>



# Retail

VenuIQ could be used in the following ways by any large Retail store. Don't be limited by our suggestions though, anything you can think of based on location, your internal systems and customer interaction can be built and included into your store app.

## Search and Mapping

Linking with your product database, the app can be searched so that customers can find the exact location of the object they are looking for. Displayed on a map onscreen, tracking lines can be followed to the exact level and location in store.



## Call for Help

Alert staff in-store that you need assistance at your location. You could even tell them your query before they get to you - for example, you need a shirt in a different size so they can bring that directly to you. Make your visitors experience even more interactive with Customer Experience at the forefront.

## Gamification

Encourage search of the store by rewarding guests who visit multiple departments and look up information on 5 or more items with a 10% in-store discount redeemable through the app at the cashier.

## Product Information

Offer key product information from your displays in the app. for example, in a furniture display, the Beacon could trigger the app to display information on the table and chairs, their price, and availability in store, or order for home delivery.

## Big Data to Useful Information

Don't just guess how many people came to your store, now you'll know! People trails and heat maps reveal which areas of the shop people visited, what products are searched for the most and where customers need the most assistance. From this you'll know where to place your staff, coffee areas, encourage trial through gamification, and increase in-store purchases.



# Exhibitions & Conferences

VenuIQ could be used in the following ways by your exhibition venue or in partnership with your exhibition organiser. Don't be limited by our suggestions though, anything you can think of based on location, your internal systems and customer interaction can be built and included into your venue app.

## Seminars

Using the app, arrange to have the audience ask your key speakers questions live during their speech. Find out more about the speaker during the seminar by clicking in the app on their biography. Send requests for more information or have the entire speech, presentation and notes downloaded to your phone or email address for viewing during the event or later.

## Mapping

The in-app heat map allows visitors to see what are the most popular booths or where a bottleneck is occurring. Enhance Sponsors ROI by pushing content to users to publicise key-note sessions or special offers and services.

## Push Information

Alert guests to vital information occurring during the show. Create a bespoke agenda for them so they are alerted to the items that matter.

## Enhance Exhibitor Stands

The Beacons trigger the app to showcase exhibitors key products or services. Visitors can choose to click more information or sign up to a mailing list if they're interested. Attendees can save their favourite stands and check on the information back at home without having to remember the names of who they've seen.



## Big Data to Useful Information

Don't just guess how many people came to the exhibition, now you'll know! People trails and heat maps reveal which stands people visited, what areas of the exhibition are the most popular with your audience and how long people lingered. You'll know where to place your seminars, coffee areas, price your better stand space higher (and have proof for doing it).

# Museums & Galleries

VenuIQ is a powerful tool for all kinds of museums, galleries and visitor centres. The possibilities are limitless, and each project we undertake involves a bespoke app build to match your brand and needs. Anything you can think of based on location, your internal systems and customer interaction can be built and included into your unique app powered by VenuIQ. Below are just a few ideas of how VenuIQ could work for you

## Guided Trips

Beacons beside each exhibit trigger an action on your app, guests could receive a commentary about those objects. A painting can be brought to life by actors telling Van Gogh's tale of how he painted the sunflowers. Alternatively a biography of Van Gogh could be displayed on the app screen or more detail on the viewed painting. Guests can click through for more information on the painting, the year it was painted, the life of the artist, etc.

For more interactivity the app could then guide viewers to try to replicate the painting themselves using a painting app and submit it to be displayed on a big screen elsewhere in the building. Or they might be asked to take a selfie of themselves and their face would be placed in a period costume similar to the painting viewed - this could be shared through social media or displayed online or on screens within the museum.

## Mapping

Visitors with a limited time could be prompted by the app at the beginning of their tour to take the quick, normal, or deep and involved tours - each one timed to an hour, two hours or three hours and tracking a path to take in more or less of the objects on display. The path would be displayed on a map in the app and their present location would always be viewable along with a timer to show how long to the end.



## Where Should I Go Next?

Visitors can often be lost in a large museum and feel overwhelmed by the amount of content on display. With a few quick prompts, we can guide them to the next item they're most interested in or suggest a random object of the day they can visit that could take the pressure off a currently very popular other display. e.g. a school party has descended on the Mona Lisa and sending more visitors there would make matters worse. Using heat maps to show

where other visitors are guests could make the decisions themselves, actively avoiding the busiest parts of your museum until they quieten down.

## Big Data To Useful Information

By collecting data on where each person visits and how long for, we can divine useful information. People trails and wait times can reveal where log jams are occurring around your displays.



# Hospitality

VenuIQ could be used in the following ways by a hospitality venue. Don't be limited by our suggestions though, anything you can think of based on location, your internal systems and customer interaction can be built and included into your hospitality app.

## Search and Mapping

Plant Beacons around your venue eg. hotel, stadium and guide your visitors to the correct location. It's an in-app sat-nav but on a micro level. Are they looking for their corporate box? Your app can give them a visual reference and then plot a path on a map right on their phone.

## Merchandise In-App

Sell merchandise from within the app and deliver to your guests during the event. At a gig the app can easily inform the audience of the band's latest music offering, or direct them to sign up for the contact lists to keep in touch with their new found favourite artist.



## Check-in

When your guest arrives at the venue VenuIQ can automatically check them in. Tag VIP's to your event and make it easier to up-sell standard guests where availability allows.

## Big Data to Useful Information

Don't just guess how many people came to your venue, now you'll know! People trails and heat maps reveal which areas are most visited, what areas are searched for the most and where customers need the most assistance. From this you'll know where to place your staff, refreshment areas, signage, shops, etc.



## Call for Help

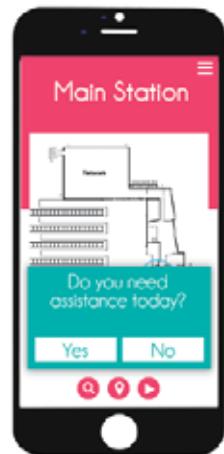
Alert venue staff that you need assistance at your location. It's all about making the visitors experience even more engaging.



# Travel & Transport

VenuIQ could be used in the following ways by a travel operator or travel hub. Don't be limited by our suggestions though, anything you can think of based on location, your internal systems and customer interaction can be built and included into your travel app.

**Search and Mapping**  
Plant Beacons around your travel hub eg. airport, train station and guide your visitors to the correct location. It's an in-app sat-nav but on a micro level. Are they looking for Platform 9? Your app can give them a visual reference and then plot a path on a map right on their phone.



**Call for Help**  
Alert transit staff that you need assistance at your location.

**Check-in**  
Tie the app into your booking system. When your traveller arrives at the venue, VenuIQ can automatically check them in.

**Enhance your retail offering**

Got special offers happening in your location from your retailers? Allow them to advertise in the app with pop-up offers as visitors travel through your terminal or transit hub.

**Big Data to Useful Information**

Don't just guess how many people came to your transit hub, now you'll know! People trails and heat maps reveal which areas are most visited, what areas are searched for the most and where customers need the most assistance.



# Amusement Parks

VenuIQ is a powerful tool for visitors and operators of amusement parks. The possibilities are limitless, and each project we undertake involves a bespoke app build to match your needs. Anything you can think of based on location, your internal systems and customer interaction can be built and included into your unique app powered by VenuIQ. Here are just a few ideas of how VenuIQ could work at an amusement park.

## Check Ahead

Provide an interactive map within the app for visitors to check how long queues are at the next attraction.

You might even want to tell your visitors when a ride is available that's near them with a lower queue wait time, or guide them towards something to do while they wait.

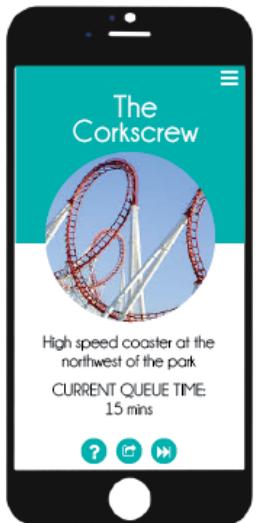
## Enhance Their Day

- Thrill visitors to the park with videos built into the app of your rides and attractions.
- Guide visitors to the refreshment stalls.
- Sell merchandise within the app. Pop-up t-shirt adverts for your latest ride while they're in the queue.
- Send their attraction photos directly to their phone and encourage purchase instantly plus gentle reminders later in the day.

## Guided Park Tours

VenuIQ can set up individual flexible travel routes for every visitor. As more visitors arrive, the app can adjust routes to plot the most efficient route for all visitors.

The app can measure how busy each attraction is and plan a route for a visiting party that lets them experience all their favourites with the least amount of waiting. You benefit from an enhanced visitor experience with guests more likely to post good reviews of their day out.



## Big Data To Useful Information

By collecting data on where each person visits and how long for, we can divine useful information. People trails and wait times can reveal where log jams are occurring around your attractions, where the best places to provide seating and refreshment areas should be.





VenuIQ is a UK based company using Beacons and other location based technologies. We've been developing web and mobile apps for the last 10 years and have successfully transformed the business practices of 100s of companies.  
We'd love to help you too.

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