PHUNWARE

Mobile Cloud Platform

Phunware Feature List

OVERVIEW

Phunware is a feature-rich mobile platform that enables brands to engage, manage and monetize their users anytime, anywhere. Phunware creates immersive mobile experiences for Apple iOS and Android devices with pre-packaged mobile solutions for retail, healthcare, luxury real estate, media and entertainment and more.

For customers with an existing mobile application, Phunware's robust features can be integrated a la carte as SDKs. Additionally, Phunware's award-winning creative and engineering teams can create fully customized mobile solutions, extensions and integrations. Phunware has introduced category-defining experiences for the world's most respected brands.

PHUNWARE'S CLOUD-BASED PLATFORM INCLUDES:

- Robust content management engine
- Location marketing automation
- Push alerts and notifications
- Analytics
- Mobile advertising
- Mapping, wayfinding and navigation

HOW PHUNWARE WORKS WITH BRANDS

For brands without an existing mobile solution:
Customizable mobile templates can be rapidly deployed and include a powerful suite of features out of the box.

For brands with an existing mobile application:
Phunware's robust features can be integrated a la carte as SDKs. Phunware's best-in-class creative and engineering teams can also create custom mobile solutions, extensions and integrations.

Phunware works with clients throughout the entire application life cycle, from strategy and ideation to application maintenance and monetization. Phunware has designed more than 1,500 mobile applications, creating mobile experiences that change the way brands—and their customers—interact with and view mobile.

BENEFITS OF THE MULTISCREEN AS A SERVICE (MaaS) PLATFORM

- Cloud-based user engagement platform provides enterprise-class reliability and scalability

- Supports API and web portal for access to all management functions via a single login

- Updates are made in the cloud and automatically pushed to users without requiring the applications to be republished in the app marketplace

- Multiscreen capabilities allow consistent content and updates across mobile and kiosk devices

- Low total cost of ownership, quick time to market and regular feature releases

MOBILE PLATFORM SUPPORT

- Apple iPhone – iOS 9.x and above

- Google Android – Android 4.4+ and above with Google Services

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STANDARD FEATURES

Vertical-Specific Mobile Templates

Phunware offers numerous customizable and brandable mobile layout options. Content and design changes can be made in the cloud. Templates include the following out of the box:

- Splash screen
- Optional intro video
- Configurable home screen
- Configurable navigation menus
- Configurable content screens
- Configurable About screen
- Featured content
- Content carousel
- Interactive directories featuring departments or events
- Home screen shortcuts with one-click navigation
- Social media capabilities
- Embedded HTML5 web content
- Parking reminder

Home Screen Shortcuts

- Facility map
- Featured content carousel

Menu Navigation

- Branded image header
- Home

Directories

Individual Detail Screens Include:

- Biography
- Image
- Contact information
- Click to call
- Click to navigate

Directories of Departments

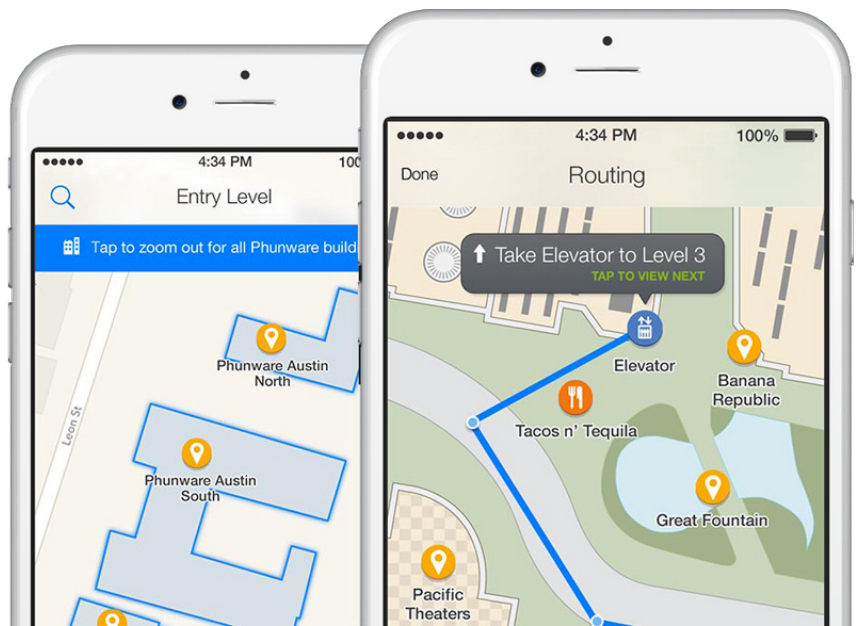*Individual Department Detail Screens Include:*

- Department description
- Image
- Contact information
- Click to call
- Click to navigate

Parking Reminder Map Editor Portal

- Drop a GPS pin on a map
- Take a photo
- Type notes
- Record a voice memo

Mapping, Navigation and Wayfinding

- Facility and surrounding area map
- Map of multiple venues
- Indoor map including multiple floors
- Compass, zoom and rotation control
- Customizable points of interest (POI)
- POI search and filter capabilities
- Automatically hide and show POIs based on zoom and location
- Routing from start POI to destination POI

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Map Editor Portal

Administrative staff can easily edit, manage and update facility maps from the cloud, including:

- Points of interest
- Location-related content such as images, text descriptions and menus
- Staff-only areas and facility closures
- Location-specific alerts and messages
- Standard access routes

In-App Promotion

Promote events and campaigns with your app.

- IAB interstitial ads
- IAB banner ads
- Native ads
- House ads
- Promotion analytics and dashboard

Alerts and Notifications

Keep users informed anywhere, anytime.

- On-demand alerts
- Scheduled alerts (feed-based)
- User segment definition
- Personalization
- Support for multiple timezones
- Deep linking

Analytics and Business Intelligence

- Comprehensive session analytics
- Application usage analytics
- Timed event analytics
- Aggregated user analytics
- Comprehensive facility-based metrics

ADD-ON FEATURES

Real-Time Navigation

- Leverages user location in real time to enable navigation across the entire facility
- Real-time routing from My Location to Destination POI
- "Locate Me" and "Follow Me" routing modes within the facility map for easy navigation
- Real-time blue dot navigation using Bluetooth Low-Energy (BLE)
- Real-time blue dot navigation using Cisco Wi-Fi

Content

Create and manage iBeacon-based proximity actions, including:

- Custom in-app alerts
- Deep link to web-based content within the app
- Trigger an in-app mobile advertisement custom analytic event
- Deep link to a point of interest within the app
- Deep link to native content within the app

Location Marketing Automation

- GPS location entry / exit campaigns
- Broadcast push
- Real-time location and time-based events
- Campaign and location analytics
- Offer wallet
- In-app deep linking

Indoor Location Marketing Beacons

Currently, indoor location marketing is only supported for iOS.

- Proximity notifications are supported for iOS using Apple iBeacon Low Energy Bluetooth (BLE)
- Multiple beacon vendors supported