



Phunware's Shopping Center Solution

OVERVIEW

Phunware's shopping center solution uses cutting-edge technology to create a premium shopping experience, making every service your shopping center offers accessible through your branded mobile app. Shoppers can find the retailer they are looking for with ease, look up movie showtimes, stay informed about mall events and even make reservations for seasonal offerings like visits to Santa's Workshop. Individual retailers can also increase their exposure by promoting sales and specials directly in the app.

Features of Phunware's turnkey shopping center app include a directory of retailers, in-app promotions and monetization opportunities, featured sales, events and announcements, content management, dynamic indoor and outdoor maps, parking reminders, analytics, location marketing and more.

This document provides an overview of all **standard, out-of-the-box features** for Phunware's shopping center solution.



HOW PHUNWARE WORKS

Phunware's highly configurable and brandable shopping center solution can be rapidly deployed and includes a powerful suite of features out of the box. Phunware's award-winning creative and engineering teams can extend the product with custom solutions, extensions and integrations, and our platform offers plenty of opportunities to enhance and monetize your app.

Phunware works with customers throughout the entire application life cycle, from strategy and ideation to audience building and monetization. Phunware draws on expertise from launching thousands of mobile apps for top brands to give shoppers the same access to information and ease of use they've come to expect from the best consumer applications.

BENEFITS OF THE PHUNWARE PLATFORM

- Cloud-based platform provides enterprise-class reliability and scalability worldwide
- Updates are made in the cloud and automatically pushed to users without requiring the application to be republished in the app marketplace
- Multiscreen capabilities allow consistent content and updates across mobile and web
- Low total cost of ownership and regular feature releases

Contact a mobile specialist at sales@phunware.com to learn more.

INCREASE SHOPPER ENGAGEMENT

1. Directories of Retailers, Service Providers and Restaurants

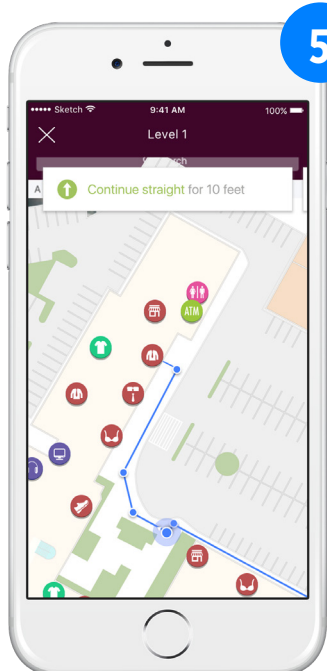
Help shoppers search and navigate to their favorite stores through a searchable directory.

2. Movie Showtimes

Allow users to view movie showtimes, descriptions and ratings and to purchase tickets through a free integration with West World Media.

3. Weather

Show up-to-date weather forecasts with a webview from The Weather Channel or any provider you prefer.

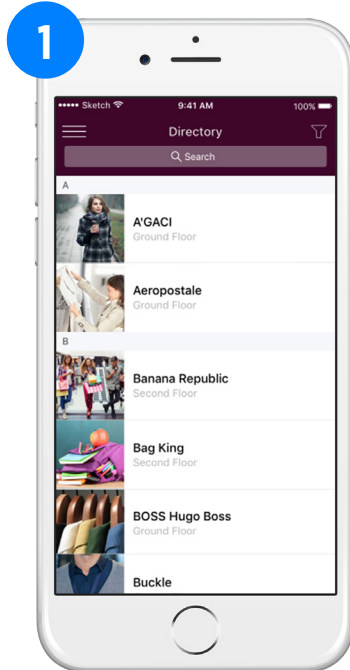


4. Parking Reminders

Provide parking reminders to help shoppers find their cars, no matter where they parked.

5. Mapping, Navigation and Wayfinding

Give shoppers an interactive guide from the parking lot to their favorite stores.



FACILITATE OPERATIONS AND DRIVE REVENUE

6. Marketing Automation

Keep shoppers informed and engaged. Target shoppers in real time based on contextual triggers and/or precise location.

7. Mobile Templates

Choose from numerous customizable and brandable options to set up your mobile layout. Easily make content and design changes in the cloud.

8. Featured Sales and Announcements

Drive traffic to a featured retailer's store and keep brands fresh in shoppers' minds.

9. In-App Monetization and Promotions

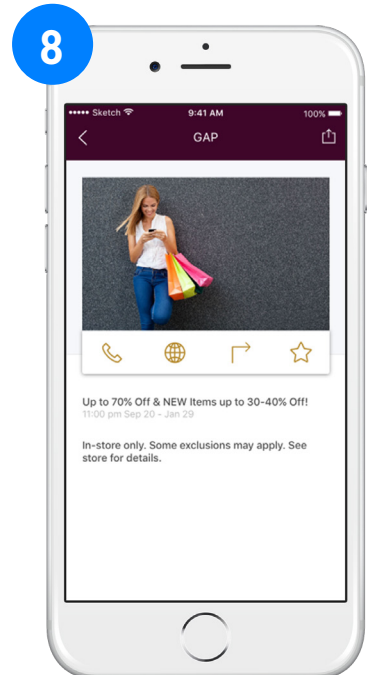
Promote shopping center events and retailer campaigns in your app with advertising opportunities such as banner ads.

10. Map Editor Portal

Edit, manage and update shopping center maps without technical development resources.

11. Analytics and Business Intelligence

View analytics based on usage, users and properties.



GET STARTED TODAY!

[PHUNWARE.COM/SHOPPING-CENTERS](https://phunware.com/shopping-centers)

sales@phunware.com | 855.521.8485 | @phunware 