## Why is *INSIDE TRACK* the RIGHT Technology for Hospitality Right NOW.

*INSIDE TRACK* uses a mature technology combined with telemetry technology and has only recently been made easy and affordable with leading edge hardware breakthroughs to facilitate commercialization of this product. We give Hoteliers the ability to see through walls and halls in your hotel – or as we say at Immersion Technology, Inc. – Turn any hotel into a **smart** Hotel!

*INSIDE TRACK* gives your management the ability to continually monitor and track every employee in your hotel for safety, efficiency and communication of proximity to the closest point of service.

## SENSOR for clarity!

Immersion Technology's *SENSOR* is wireless, automatic and very affordable—it takes small-area networking to the next level by removing the need for user intervention and consuming just 1 milli-watt of power per transmission. *SENSOR* allows for identification of a specific *INSIDE TRACK* unit given its proximity to a reader unit without the physical limitations of traditional RFID.

*INSIDE TRACK* sensors are placed in each guest room, common area and average under $200.00 per unit. This allows almost 8 times more coverage for the same RFID dollar spent, and a much better granularity of location approxima-tion (to within 4 feet of actual location), allowing us to track in real time, any individual's movement in and around your facility. In addition to tracking real time, *INSIDE TRACK* logs each pick up point to create a bread crumb trail so that hotels can later evaluate routing of traffic and traveled distance of any single (or comparisons of multiple) employees in the course of their daily routines.
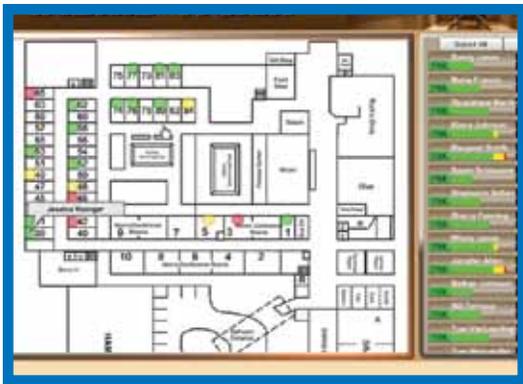


*INSIDE TRACK* eliminates the need for multiple supervisors per floor or wing; it also gives greater visibility to the reduced supervisor staff so they can quickly change bad habits, re-route inefficient patterns discovered and realize greater efficiencies for the current work force.

*INSIDE TRACK* is building the model so that your guest will have the opportunity (if they choose) to Opt-In to the GRID by registering their cellphone. Features available to these Opt-In guests will include:

- Friends and Family location tracking capabilities
- Direct and specific targeted marketing to each guest based on their likes and dislikes
- Proximity Advertising while in "THE GRID". A guest could essentially be marketed to as they approach certain points of purchase (i.e. Gift Shops, Hotel Outlets, Shows and Events) and be given a special offer that is time sensitive (e.g. Act now and save!).

*INSIDE TRACK* also offers forged integration with Digital Signage and can actually make Digital Signs **smart** by connecting them to the grid, and "triggering" a specific Sign Ad routine, based on the trigger (Demographic, Affinity Club Affiliation or even Conference Attendance vs. Transient Guest).

Imagine, you're in your mid 50's and you are walking past a digital sign in a lobby and it is showing you Golf Courses, Steak Houses and pharmaceutical ads. The next customer passing by is in her Mid 20's and the ad routine instantly changes to flash her shopping opportunities, spa and night clubs as well as poolside retreats with ladies night specials.

*INSIDE TRACK* can be used for security purposes to have visibility to a guest who is staying in the 3rd floor, and be alerted when he/she exits the elevators on the 10th floor. This sort of alert can give security a heads up to pull up a camera on the location long before any misunderstanding arises, or allow them to intercept the guest (who has had too much to drink) and help them to their proper floor.

*INSIDE TRACK* has been characterized by a major hotel chain as, "Seeing in the dark", "Eyes through walls" and "Centralized Supervision" while still leaving your guest with the privacy assured by requiring their Opt-In of the grid (also allowing them to Opt-OUT at anytime).
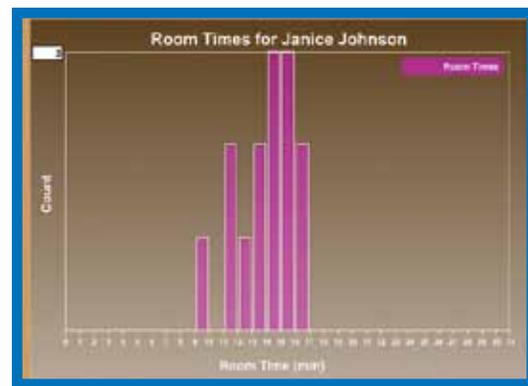


*INSIDE TRACK* works inside of facilities by saturating the rooms, hallways, common areas and outlets with subtle sensors that pick up proximity of Employees (Name Badges) and Guests (Smart Phones) to those sensors and send them back to your computer screen (via hosted datacenter) real-time using your existing wireless network infrastructure.

### Using INSIDE TRACK is like being clairvoyant.

*INSIDE TRACK* clearly puts artificial intelligence into your infrastructure allowing your Hotel to intuitively serve your guests, serve your advertisers better, serve your security departments against loss and prevention of accidents, while providing your managers the visibility to see through walls, floors and improve efficiencies. *INSIDE TRACK* can also serve meeting room and conference providers by offering the system to allow Vendors to track buyers and vice-versa, instead of having Name Badges scanned in order to capture a lead or a prospect.

Technology has taken a leap and now you can track your staff to protect them and quantify their efficiencies. This innovative technology has been made affordable (pennies a day per room) and easy to implement and maintain by your own staff, or having our technicians light-up your hotel grid and make it **smart**.

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