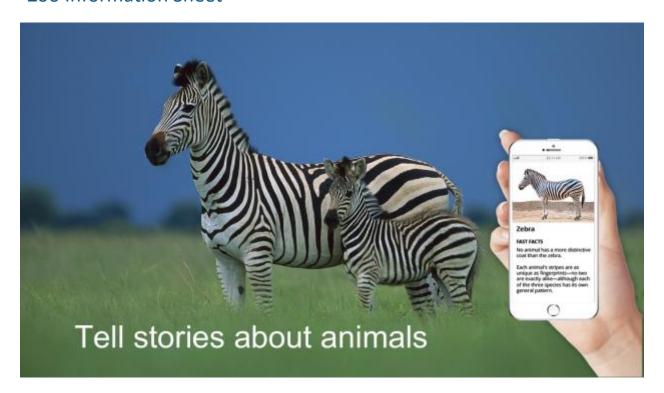# Zoo Information Sheet

Tell stories about animals

iOS

Android

Overview

Snapinfo's native, location-aware mobile app provides rich and engaging experience to visitors that can be customized under zoo's brand. Leveraging beacon technology, zoos can communicate directly with visitors' smartphones providing a personalized tour with text, pictures, audio and video. Visitors can easily find exhibits or other places of interest with zoo map. Zoos can increase gift shop revenue through location based promotions.

This document provides an overview of all standard, out-of-the-box features for Snapinfo zoo app.

How Snapinfo Works

- Highly customizable and branded mobile application with powerful suite of features that can be rapidly deployed.

- Leveraging beacon technology, Snapinfo app displays exhibit information as visitors pass within few feet of the beacon. Same technology is used to display promotions as visitors' shop in the gift shop.

- Geo-fencing messages can send notifications to visitors when they are near or inside the zoo.

- Visitors can easily search for a location with zoo map available on their fingertips.

Benefits of Snapinfo Platform

- Cloud-based platform provides enterprise-class scalability and reliability.

- Updates are made in the cloud and become available in real-time to visitors without requiring the application to be republished in the app marketplace.

- Minimum application size. No large data downloads are required as data is hosted in the cloud.

- Multiscreen capabilities allow consistent content and updates across iOS and Android using single login.

- Low total cost of ownership and regular feature releases.

Mobile Platform Support

- Apple iPhone: iOS 8.X and above
- Google Android: Android 4.4 and above

Standard Features

General
- White label branding
- Versatile configurable design
- Content updated in Cloud-hosted CMS
- Content updated over the air on mobile devices

Configurable Solution
- Content and configuration changes can be made in the cloud
- Configurable home screen
- Home screen shortcuts with one-click navigation
- Configurable navigation on content screens
- Beacons can be assigned to exhibits, announcements, or rich text message
- Configurable Announcements and Geo-fencing messages with begin and end date and advance scheduling

Home Screen Shortcuts include
- Animal Exhibits
- Map
- Events
- Zoo Information

Feedback
- Allow Visitors to provide feedback in mobile application

Announcements and Promotions
- Announcements and Promotions provide an opportunity for zoo to announce upcoming events and promote gift shop either on home screen or other application screens.

Map
- Zoos can load map of whole zoo or individual sections within the zoo.

Alerts and Notifications
- Receive notifications when phone is in lock screen.

Secure Solution
- Role based security
- Industry standard 256-bit SSL secure communication
- Enforce Password Strength
- User lockout after unsuccessful attempts
- Security sign-out after inactivity

Customization and Add-On Features

Snapinfo zoo solution is highly customizable. Our team can extend functionality and create integrations with third-party systems. Existing features can also be modified to match your needs and business processes.

Content Services

We also offer Content Services. Our content team can help you migrate content to mobile platform.

Please feel free to visit us at www.snapinfo.com or contact us at sales@snapinfo.com to learn more about add-on features and creative services.