

MobiNear

Discover the Digital World around You

MobiNear S.A.

Solutions for proximity Mobile interactions

- Fonded MobiNear S.A. in 2007

- Fonders:

Christian CHABRERIE (CEO: Mobile, Patents)

Eric ESTIEVENART (CTO: Networks, Multi-OS Developements)

Olivier VALLEE (CFO, CFA)

- Business Angels:

Henri SEYDOUX (Founder & CEO Parrot & Administrateur S.A.)

Philippe DEWOST (imsense Ltd. now Apple, Ex. Orange)

Pascal MERCIER (Assya Corporate Finance, Ex. Aelios)

- Technologies:

NFC, WiFi, QR, HTML5, Mobiles, Bluetooth, BlueNFC

(Proprietary, CNIL), NearGSM (Proprietary), Kiosk, Tablets



What is in your pockets ?



Near

MobiNear

And tomorrow ?



Near

MobiNear

And tomorrow ?



Near

MobiNear

And tomorrow ?



Near

MobiNear

And tomorrow ?



And tomorrow ?



Near

MobiNear

And tomorrow ?

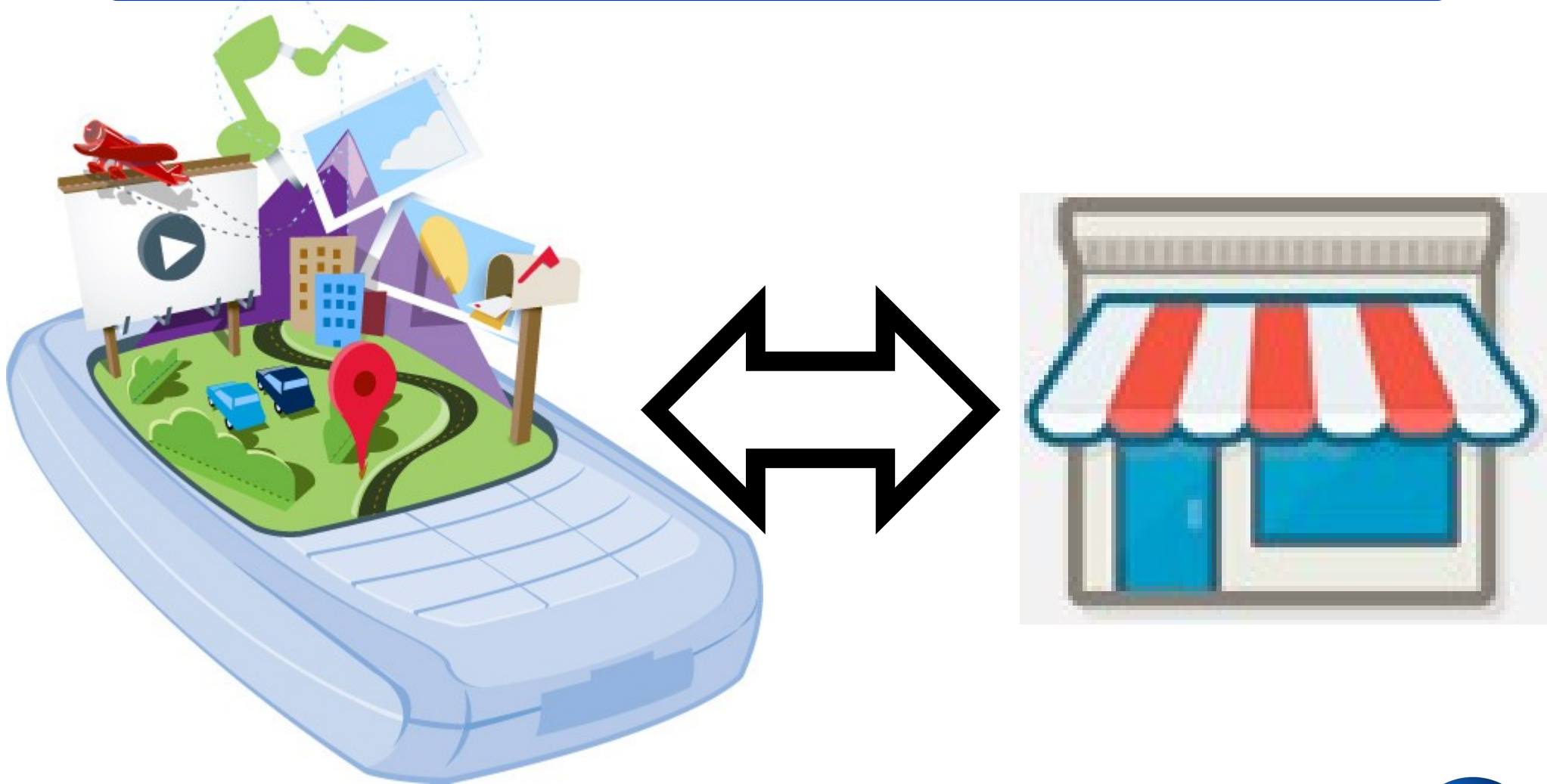


MobiNear focus:
⇒ **New Usages**

Near

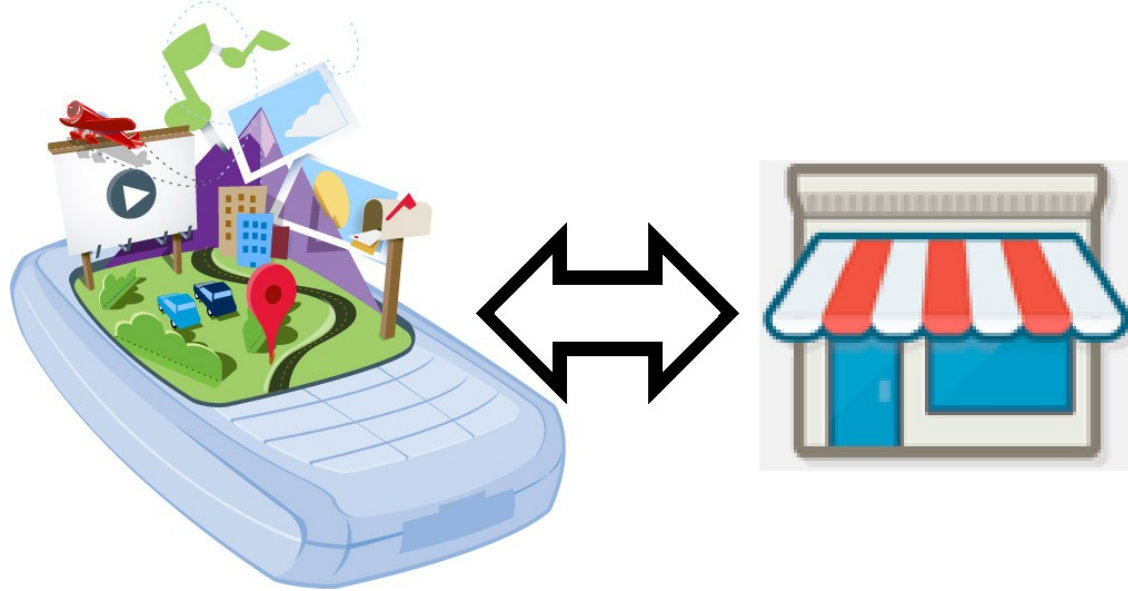
MobiNear

Mobile ↔ Shop interaction



For What Usages ?

Mobile ↔ Shop interaction

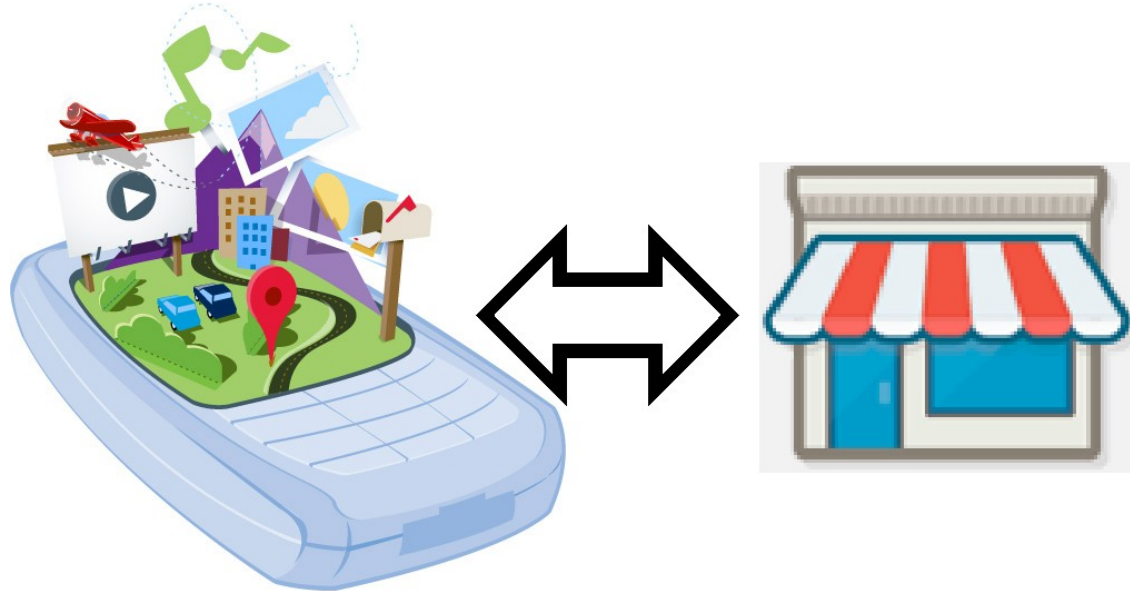


Interaction

Web 2.0
SoLoMo
m-Commerce
Personal

Magasin

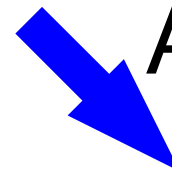
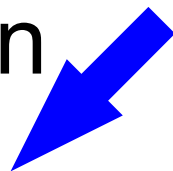
Mobile ↔ Shop interaction



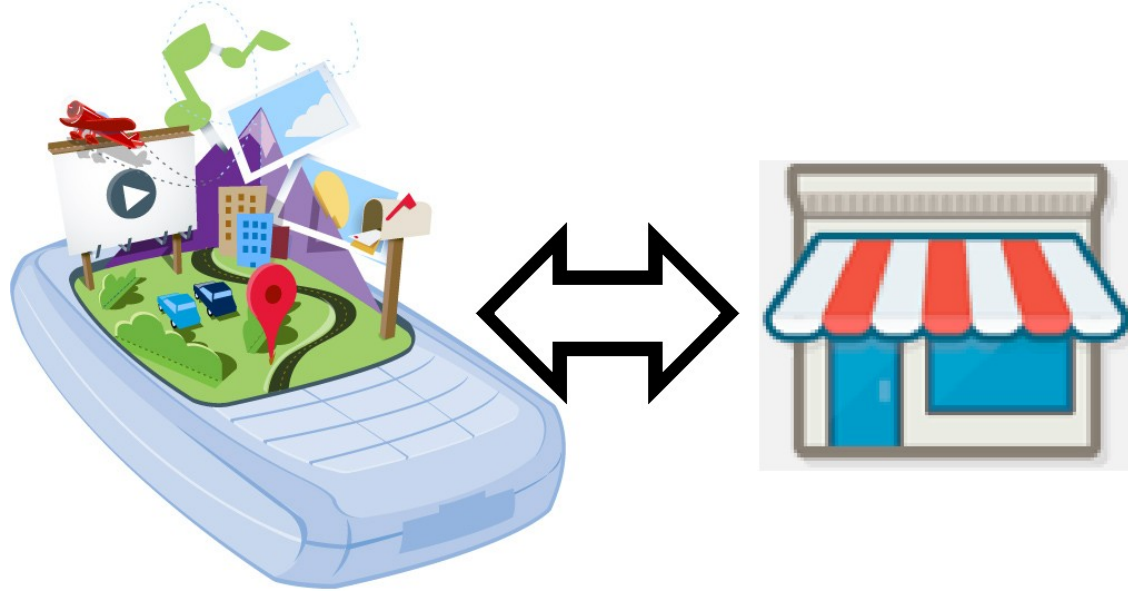
Interaction

Identification

Authentication



Mobile ↔ Shop interaction



Interaction

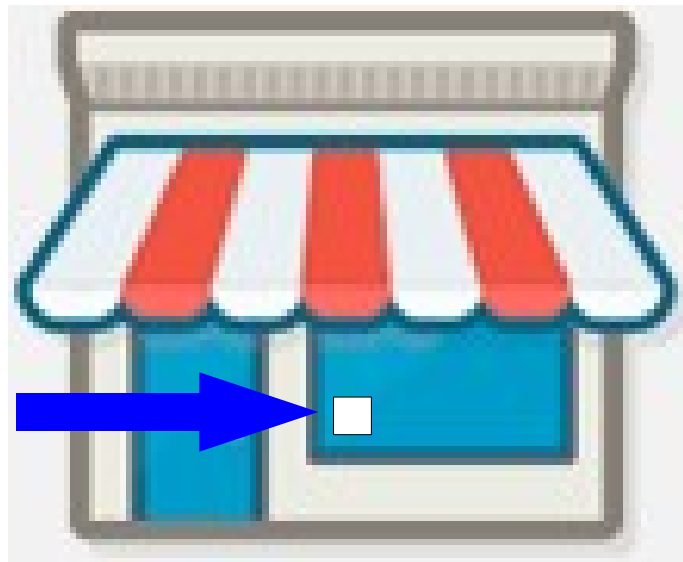
Identification

Check-In
m-Coupon
m-Loyalty Card Credit
Web Comments

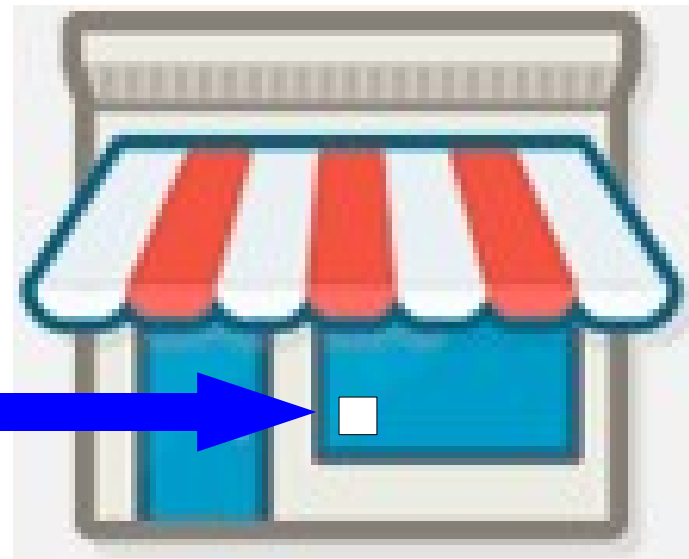
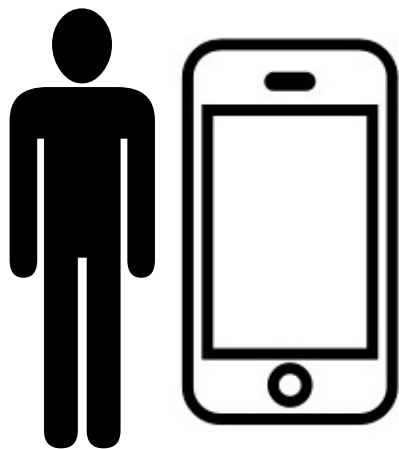
Authentication

m-Payment
m-Prepaid
m-Loyalty Card Debit
Security **MobiNear**

Shop 2.0 / Installation



Shop 2.0 / Usage



⇒ Web

Mobile ↔ Shop interaction

Tags multi-technologies

Near Field Communications (NFC)

Optical Code (QR)

Number ID

On-line Services

Social Networks

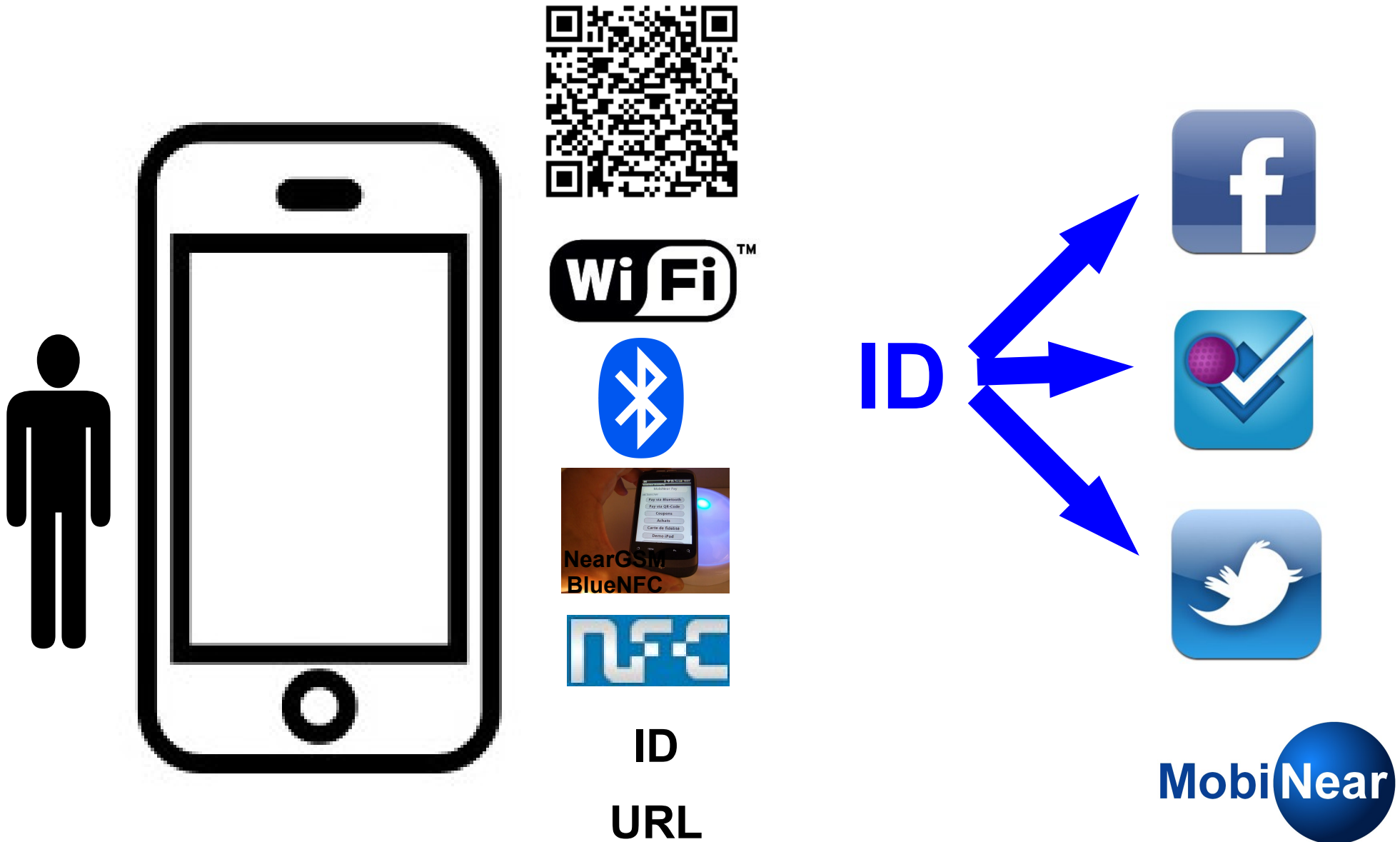
Geolocation of PoS (i.e. points of sales)

Pre-orders

m-Loyalty & m-Coupons

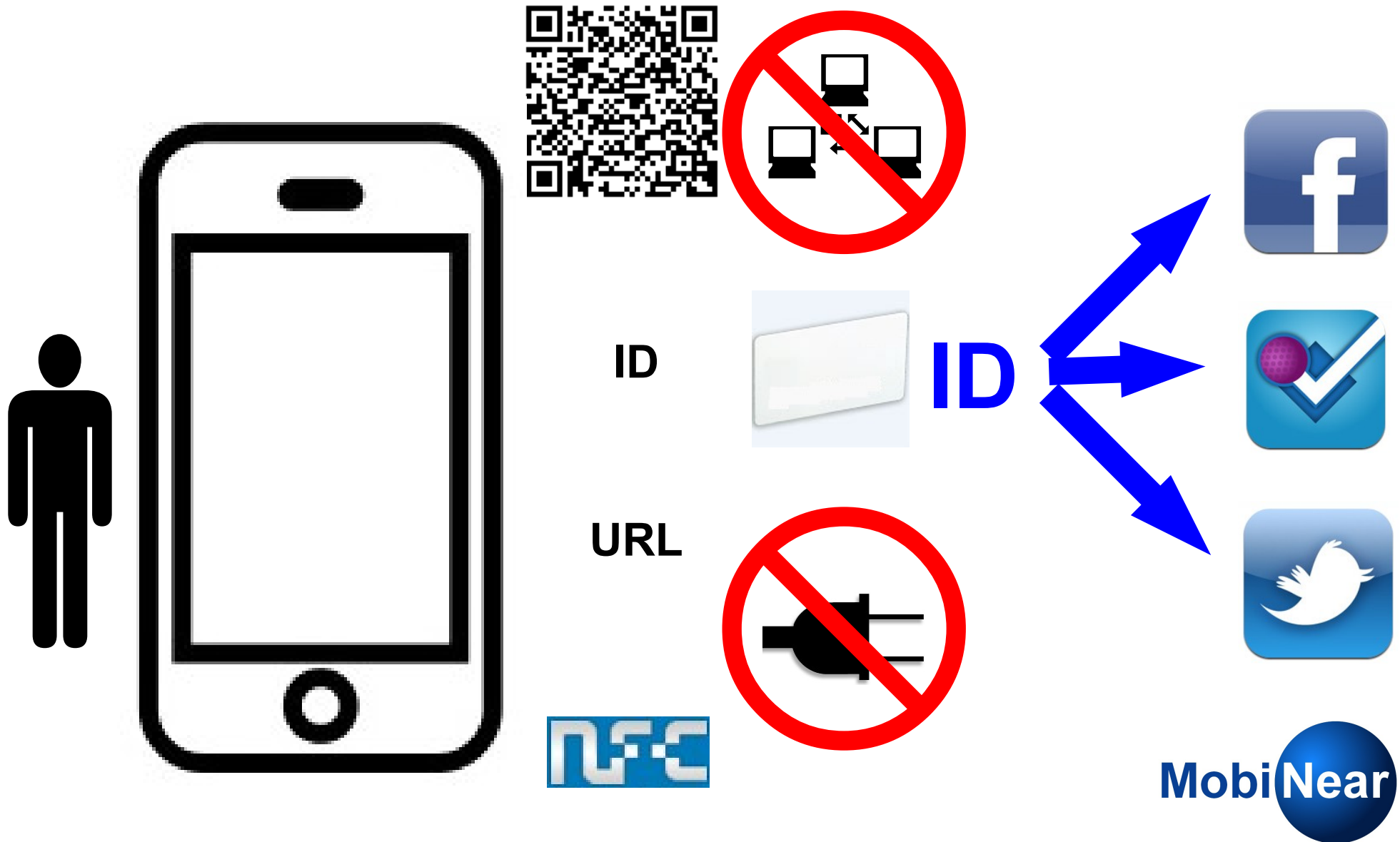
Payment & Pre-payment

m-ID: Mobile ID

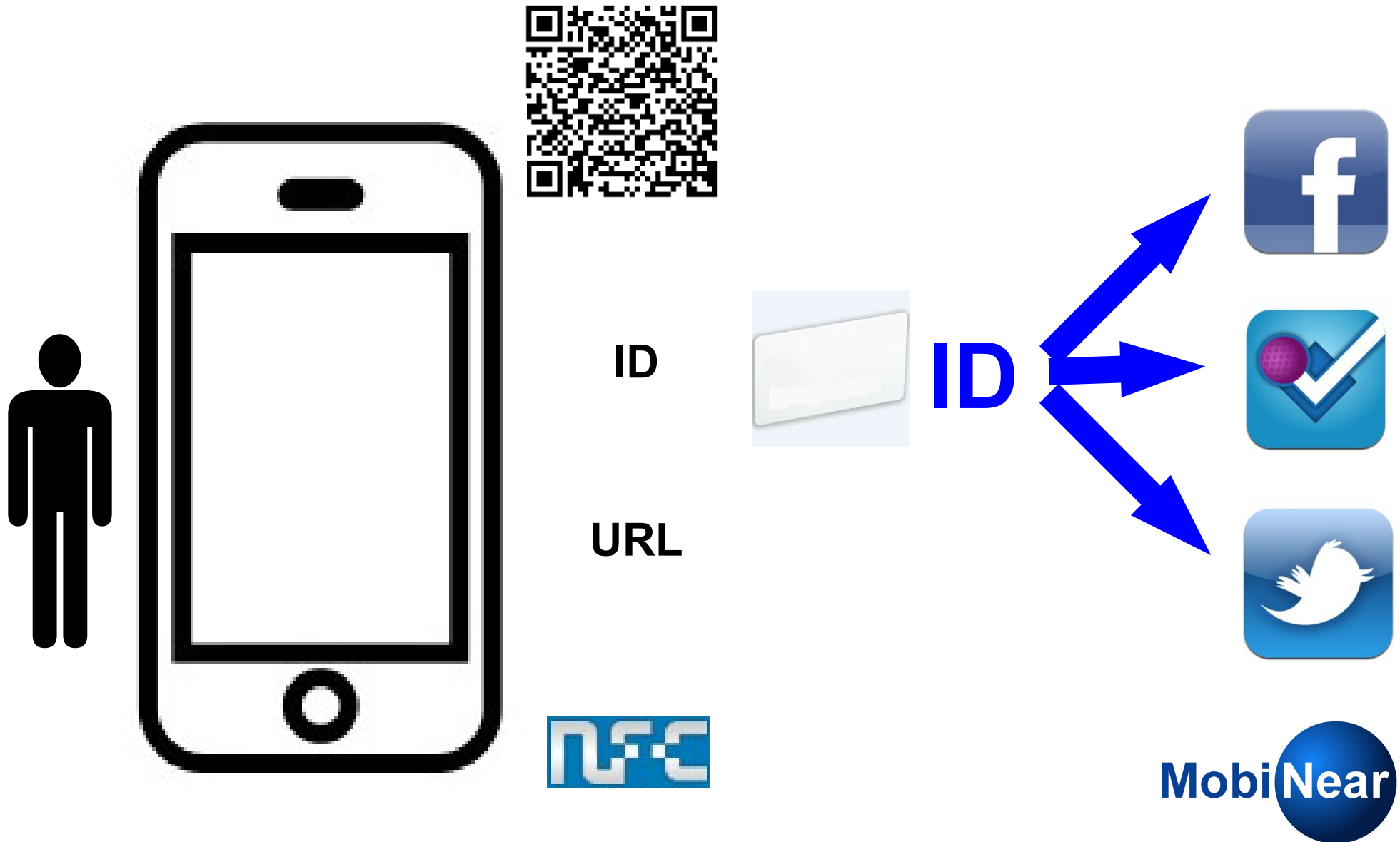


m-ID: Mobile ID

Zero Network & Zero Power



Shop ⇒ SoLoMo + m-Co



Usages



Tag that URL!

Tag your URL and a single swipe will launch a website, a blog, a page of special offers, news and updates. No typing, no upload errors, no bad URLs, no problem.



eWallet

Make it easier for buyers to buy into your campaign with a digital eWallet that takes care of the transaction, quickly, discreetly, securely. No forms, no cards, no fuss.



Voucher

Tag discount vouchers to help your customers make the most of those deals. One swipe and a coupon will transmit the discount, the deal and the appeal with instant money-saving incentives!



Facebook

Potentially your most dynamic resource, your customers can 'like' your Facebook page and use it to spread the word about you on their news feeds with clever tagging and Places that'll help them check into your location.



Twitter

Your followers are truly vocal. Give them the news they need and the special offers they love and they'll share them with the global Twitter community via a feed frenzy that could reach millions.



LinkedIn

Business is business. Keep your contacts close and your campaigns closer to the worldwide LinkedIn community who'll share your news, discuss it in groups and keep everyone talking.



vCards

vCards are the standard file format for electronic business cards. Use programmed vCards to transfer all your contact details to a smart phone with a single swipe.



Foursquare

Twitter and Facebook post check-in updates on your customers' feeds to help you interact in real time and monitor their movements so you can plan your campaigns accordingly.



PDF Download

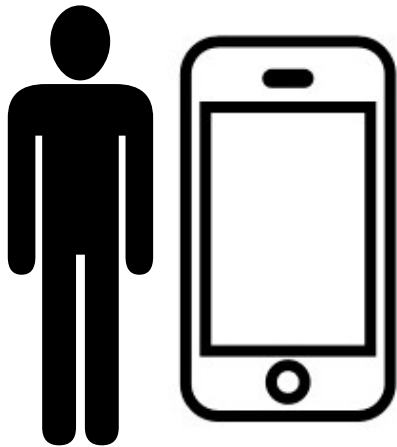
Information hungry? Download in a pdf file the latest product information, wayfinding, exhibit details, timetable or menu. Enough information to feast your eyes.

Some of the engaging ways you can communicate with your customers.

MobiNear Box: WiFi



m-ID: Mobile ID Service: WiFi + AudioGuide



MobiNear

The logo for MobiNear features the word "MobiNear" in a bold, sans-serif font. The word "Mobi" is in blue, and "Near" is in white. The "Near" portion is set against a large, dark blue circular background that has a subtle gradient from light to dark.

Discover the Digital World around You

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