TrueOmni

TrueOmni

Experts in Digital Visitor Experiences, Providing a Platform that leverages existing Integration Partnerships. Connecting multi-device solutions that drive Revenue, Data and Engagement

CONFIDENTIAL

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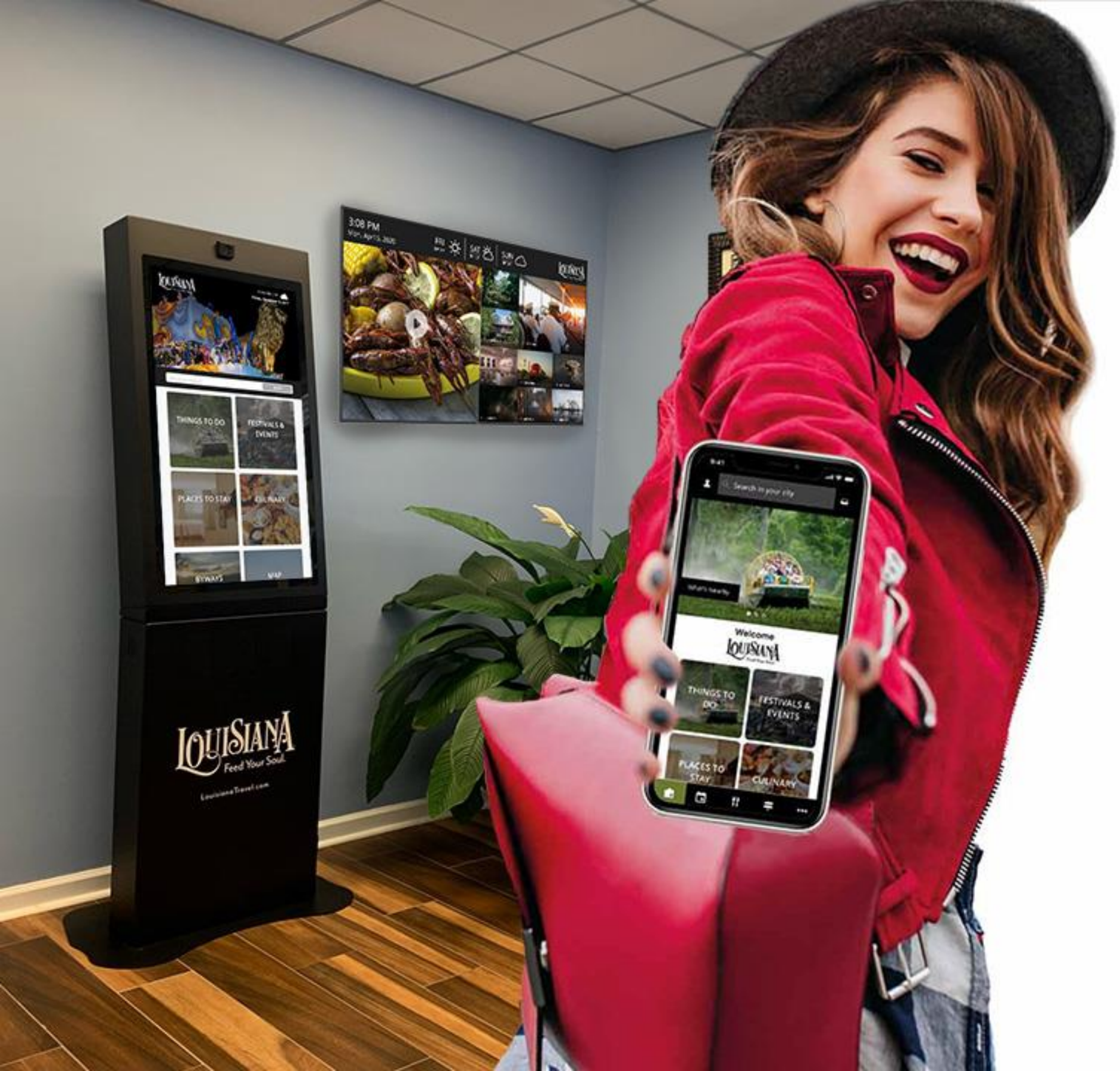

WHY TRUE OMNI?

- Integrated & Centralized
- End-to-end service
- Destination Focused
- Data & Analytics
- New Revenue Channels
- Changing Market & Consumer
- Scalable & Supportable

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KIOSK / DIGITAL SIGNAGE / MOBILE
OMNICHANNEL SOLUTION

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Your Goals for Today

Internal Alignment for Benefit

Experience, Data, Revenue

PROBLEM SOLVING MEETS INSPIRATION

Key Systems & Investments to Measure Impact

Community Shared Value & Impact

Visitor Needs Upon Arrival

Stakeholder and Partner Needs

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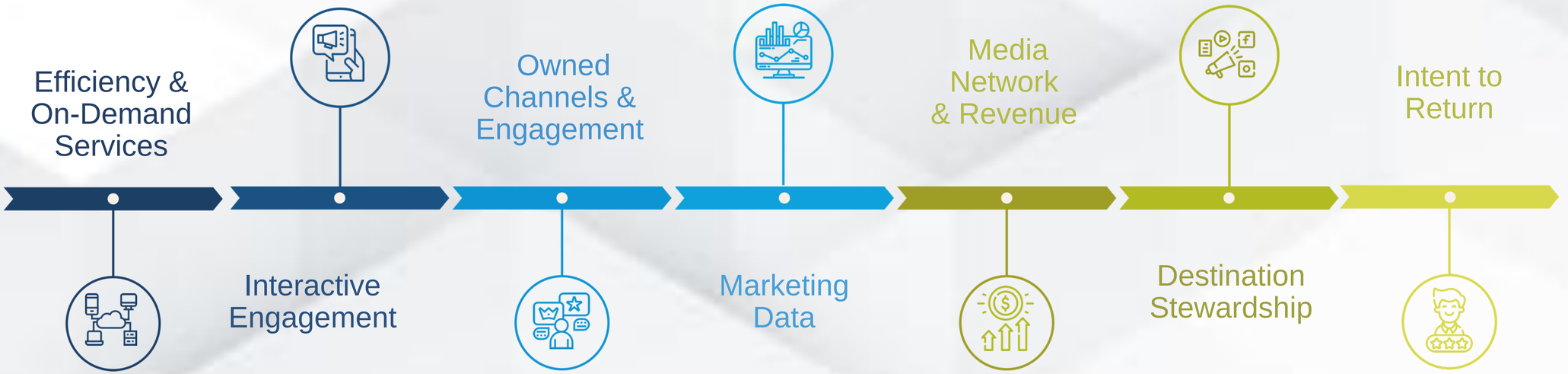
1.VISITOR EXPERIENCE

2.OMNICHANNEL MARKETING

3.BRAND & DESTINATION MANAGEMENT



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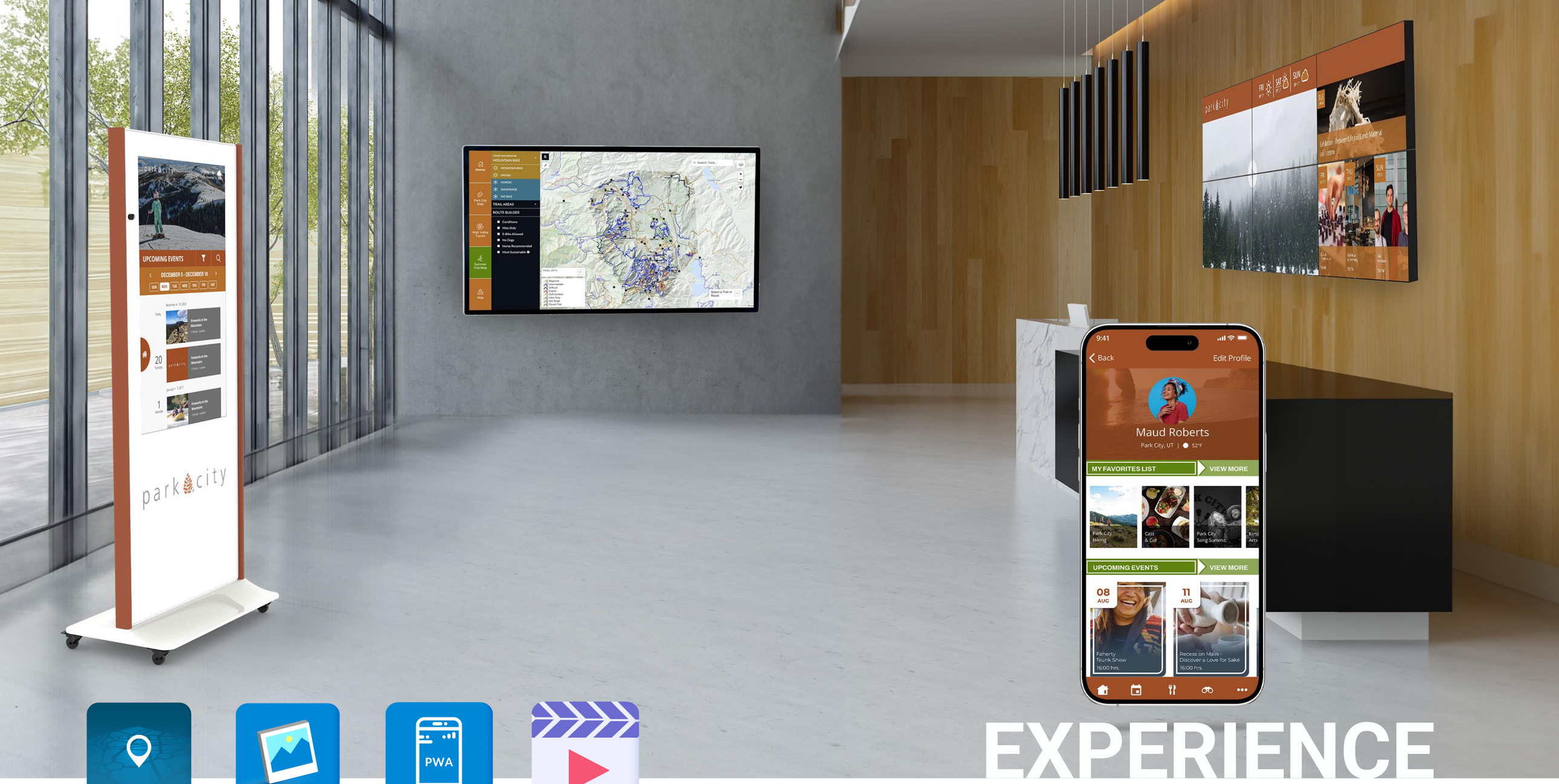
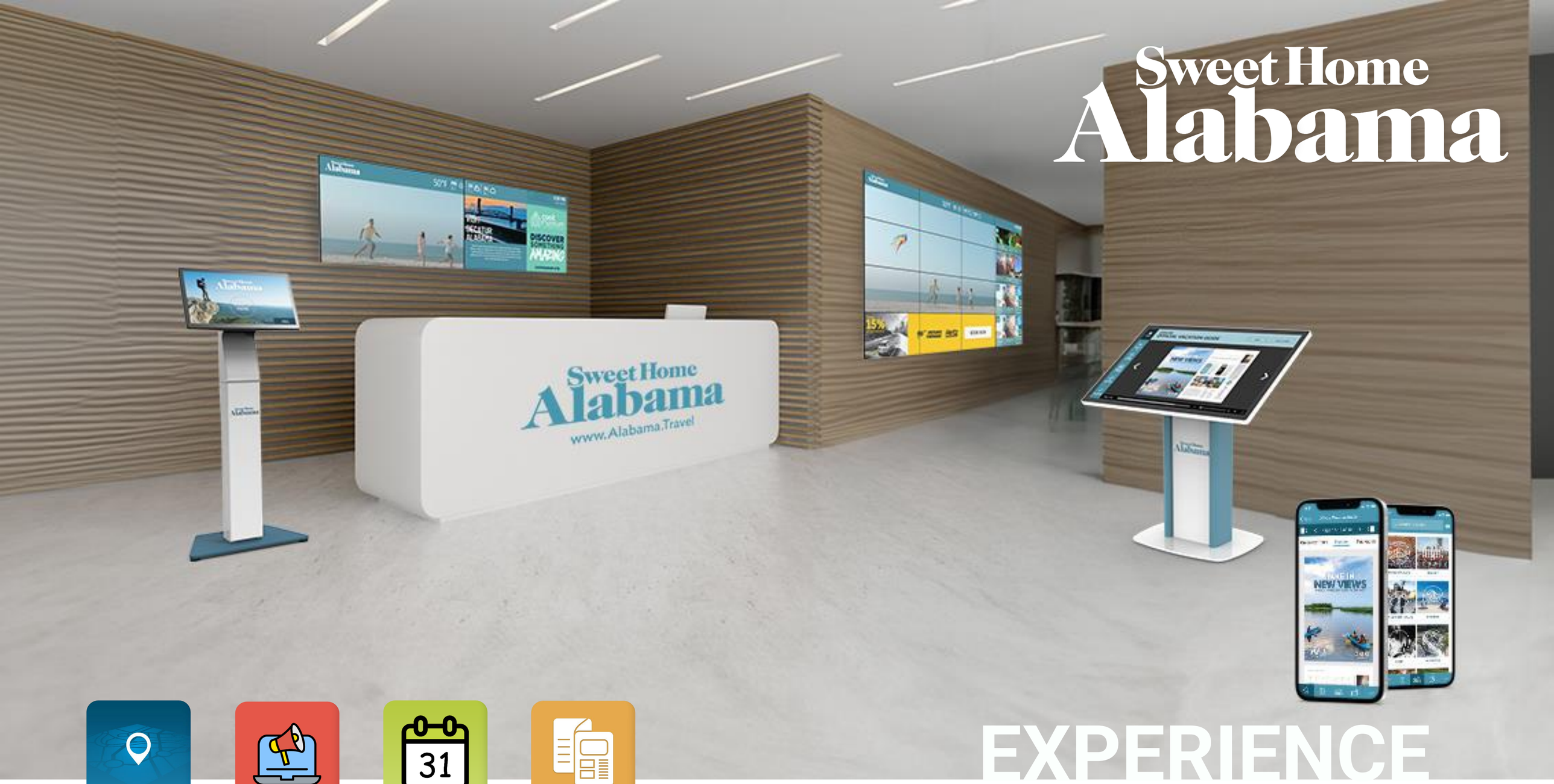


MAPS PHOTOBOOTH PWA VIDEO WALL

EXPERIENCE



Sweet Home Alabama

EXPERIENCE

MAPS

ADVERTISING

EVENTS

DIGITAL BROCHURE

VISIT
Napa Valley®
EXPERIENCE
PHOTOBOOTH
SOCIAL MEDIA
EVENTS
BOOKING

ENGAGEMENT

SOCIAL MEDIA

EVENTS

ITINERARY

TrueOmni MODULES

COUPONS

ADVERTISING

TRAILS

CHATBOT

PHOTOBOOTH

ITINERARY BUILDER

MAPS

EVENTS

DIGITAL BROCHURE

BOOKING

PASSES

VIDEO WALL

PROGRESSIVE WEB APP

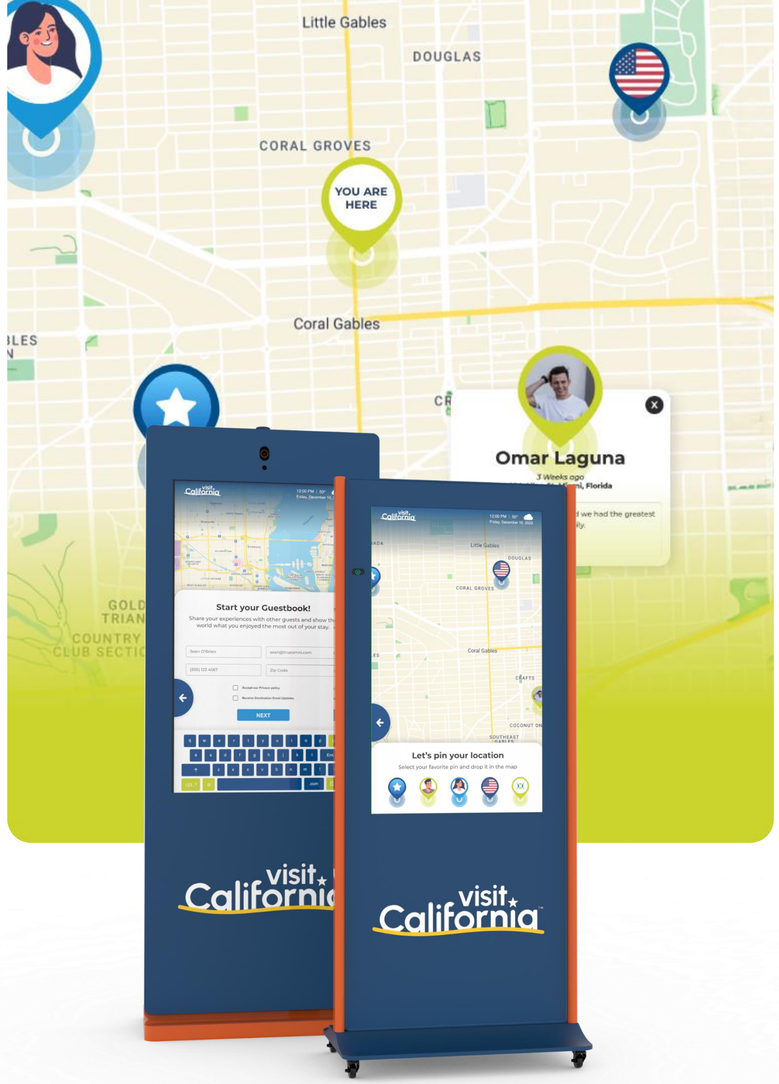
SURVEYS

SOCIAL MEDIA

GUESTBOOK

AI ITINERARY BUILDER

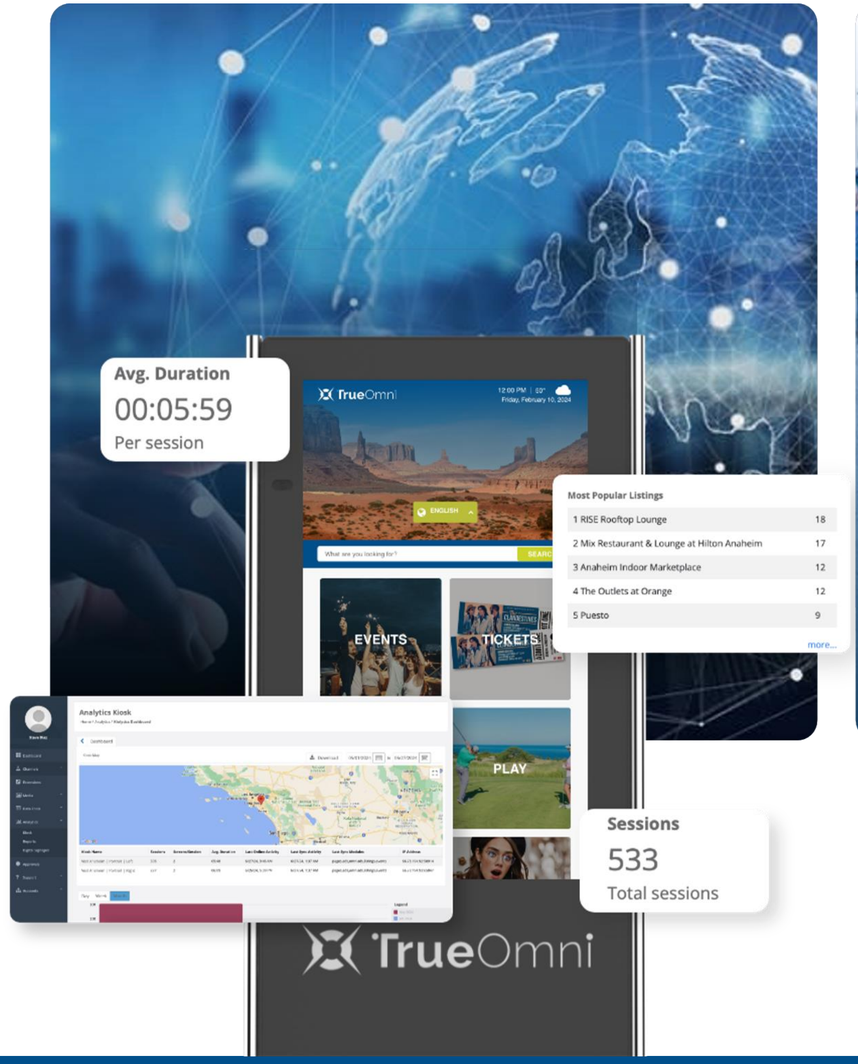
AI PHOTOBOOTH



AI GUESTBOOK

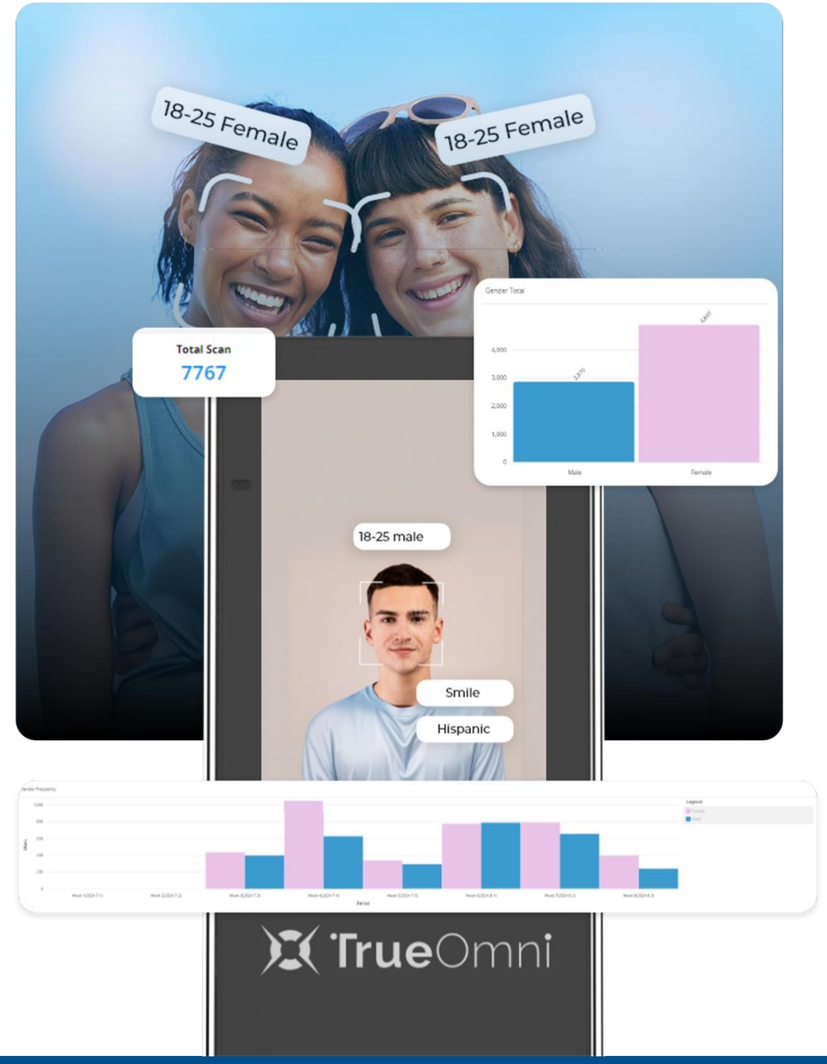
TRUE AI MODULES

Kiosk Analytics



People Count

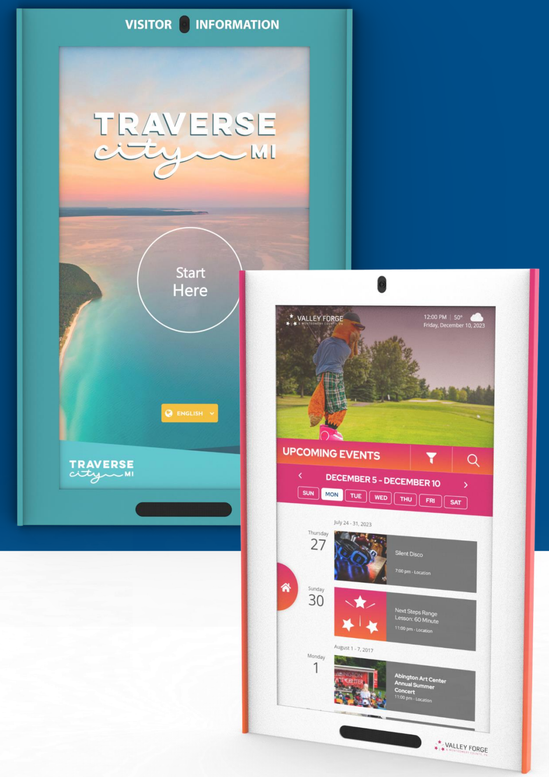
OMNI Faces



Kiolytics

Indoor
Landscape Kiosks

Indoor & Outdoor
Mounted Kiosks



Indoor
Portrait Kiosks

Showroom

Outdoor Kiosks

Portable Landscape Kiosk & Case

Dual-Sided Kiosks

Showroom

VideoWall

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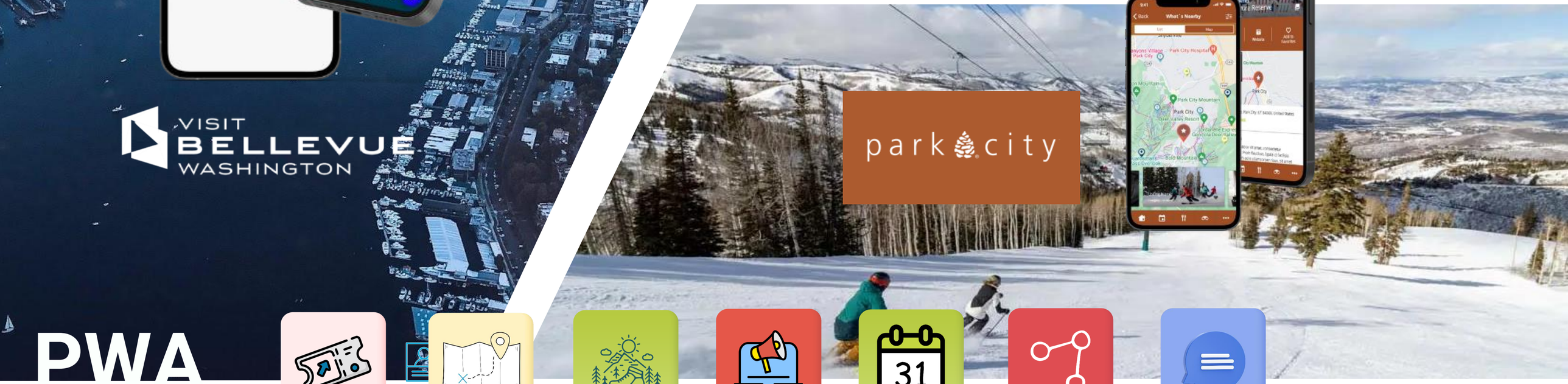
VISIT BELLEVUE WASHINGTON

MANITOBA EXPLORER



park city

PWA

PASSES

ITINERARY BUILDER

TRAILS

ADVERTISING

EVENTS

SOCIAL MEDIA

CHATBOT

OMNIPLATFORM

OUR PARTNERS

CRM/CMS

miles · simpleview · tempest · HDSS internet destination sales system · MMGYGLOBAL · salesforce

E-COMMERCE

shopify · Revel SYSTEMS

OMNI AD NETWORK

DTN° · DoubleClick for Publishers

RESERVATIONS

BOOKDIRECT.COM · OpenTable · Booking.com · Expedia · viator

TICKETING

bandwango · viator · CityPASS · TicketSpice

SOCIAL ENGAGEMENT

THRESHOLD 360 · CrowdRiff

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Get started

6 Step process

1. Budget
2. Design
3. Software
4. Hardware
5. Platform
6. Support

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TrueOmni

Elevate the Visitor Experience

www.TrueOmni.Com
833-300-6664

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HootBoard

VSTR MEDIA PARTNERS

Transforming Destination Visitor Experiences Nationwide

Transforming Visitor Experiences

In partnership with HootBoard, a leader in visitor information and guest experience for tourism, campuses and spaces.

Top Visitor Information Platform

HootBoard is used by multiple Destination Organizations, Cities & Universities across the country.

Why HootBoard

A leader in visitor information that is easiest to build, manage and update.

HootBoard Mission

To connect people to organizations and spaces so amazing things can happen.

Key Features of HootBoard

Local BBS

Selfiebooth

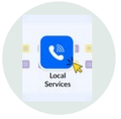
Itinerary Builder

Transit App

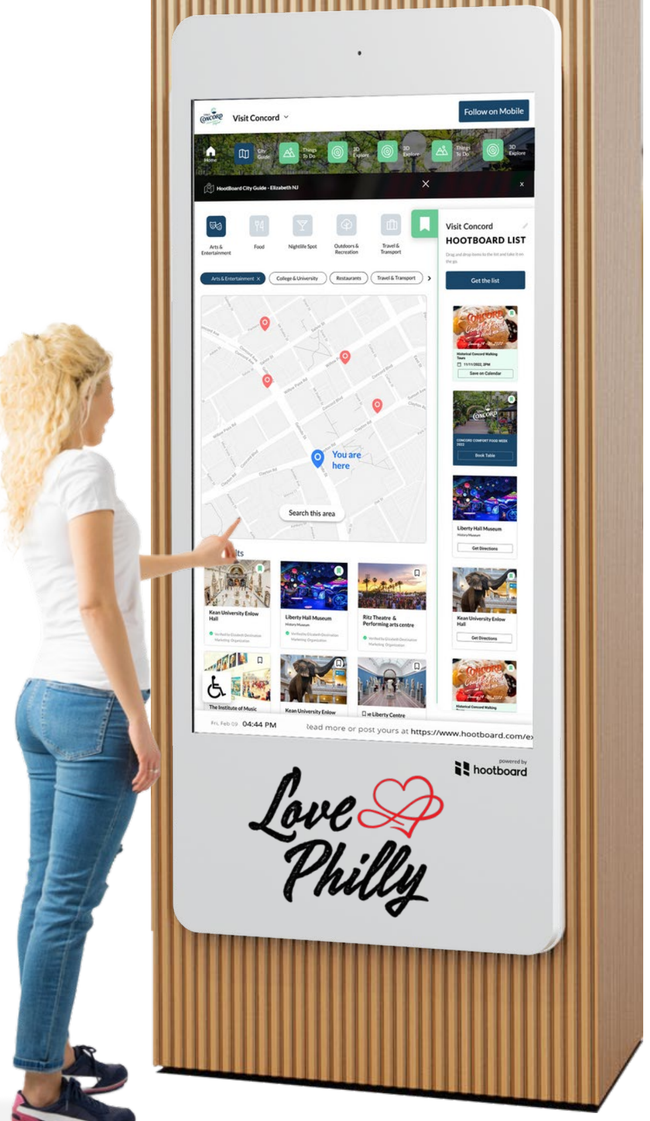
City Guide

Experiences and Tickets

Safety App


Directory

Wayfinding App



VSTR MEDIA PARTNERS

Public WiFi Access

Charging Ports

Transit Tracking

Virtual Brochure Rack

Customized Selfie App

Public Service Announcements

Local Business Engagement

Comprehensive Public Safety Features

Air Quality Sensors

www.hootboard.com

1

HootBoard User Experience

Simple yet powerful, smartphone like user experience

Full Suite Of Interactive Tourism Apps

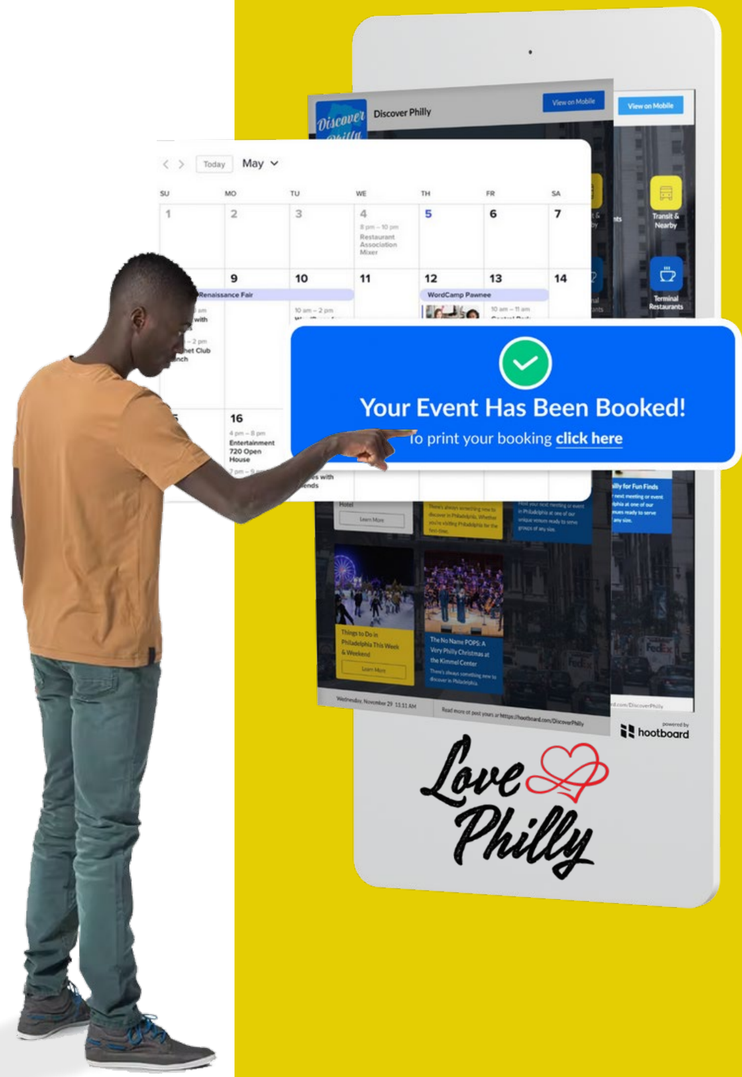
- **Cityguide Wayfinding Interaction**

  HootBoard CityGuide is a collection of directory apps that integrates with the HootBoard itinerary/lists feature.

  Users can find all the key places, events and activities they want to engage with, and then add to the list.

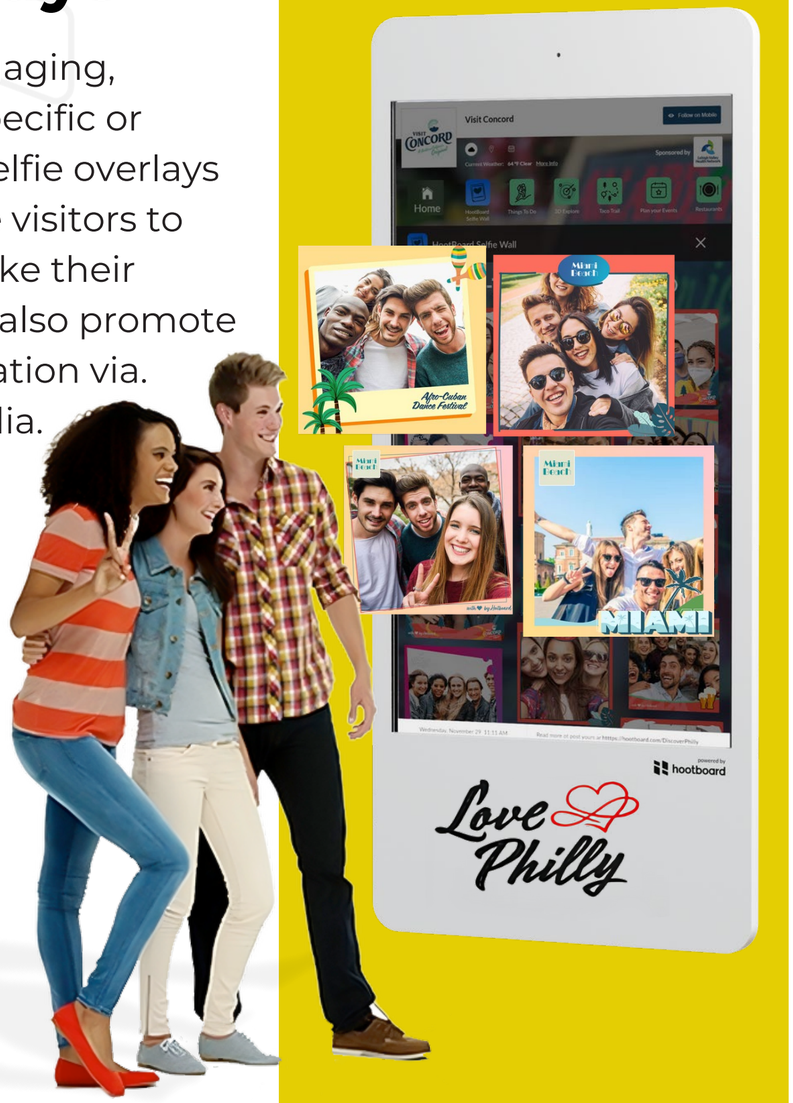
- **Events & Announcements**

  Showcase local events published by local partners and community members



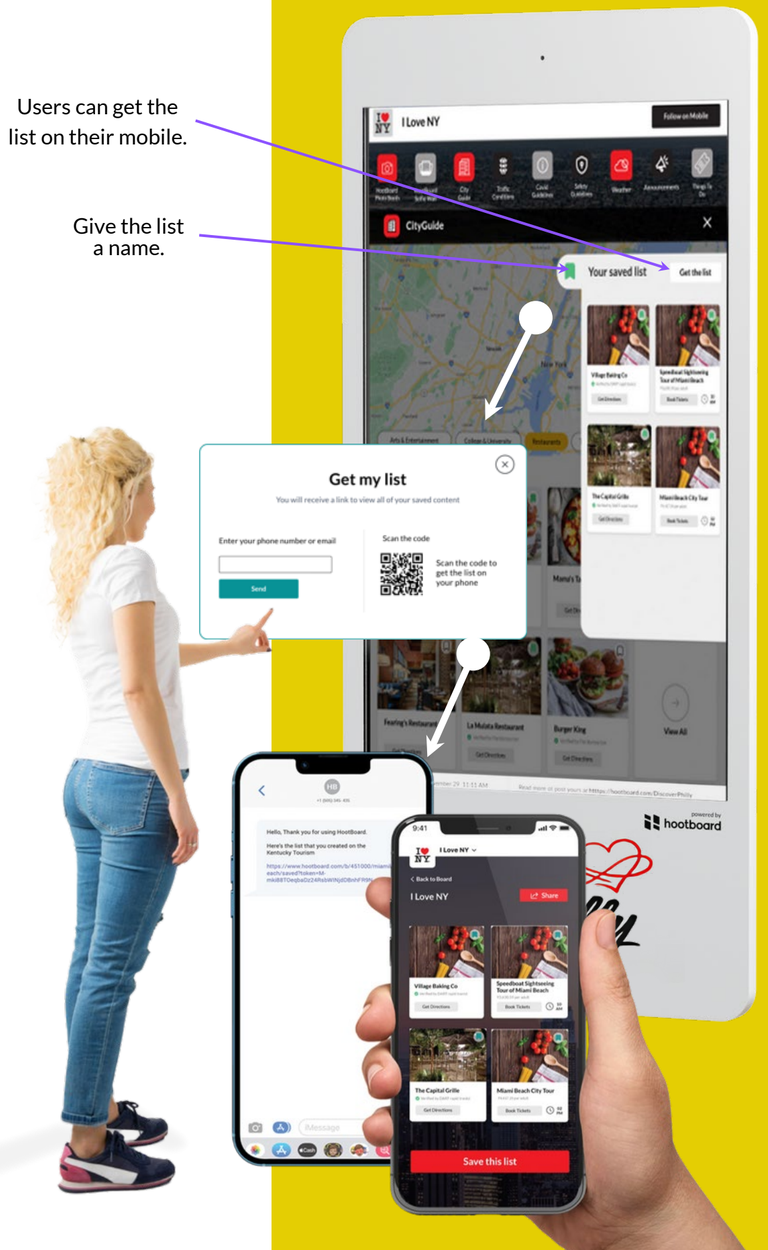
Branded Selfie Overlays

Highly engaging, location specific or seasonal selfie overlays that entice visitors to not only take their selfies but also promote the destination via. Social media.



Itinerary Builder

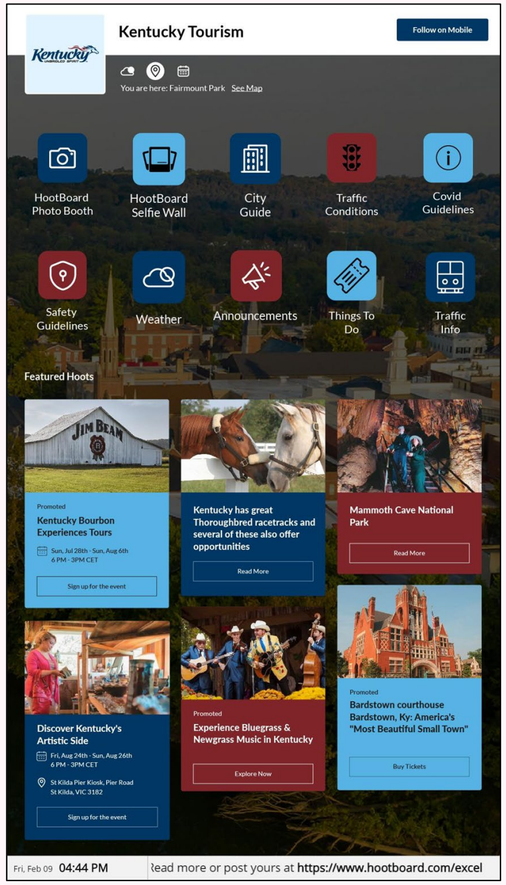
- Allows residents and visitors to create comprehensive activity list and take to their mobile phone for further action.
- Users can either scan the QR code and get the link to the list or via SMS or email.
- Receive the link to the list via SMS or email. The list can also be saved.



Beyond The Kiosk

The ultimate goal of HootBoard is to enable people to create a long term connection with communities they care about. For us, the first interaction on the kiosk is only the beginning of a relationship.

Users are then given an opportunity to follow the kiosk information so that they get continued communication from the communities and organizations they care about.



The User Interface on the kiosk easily allows users to access the board on their mobiles.

Follow this HootBoard

Option 1:

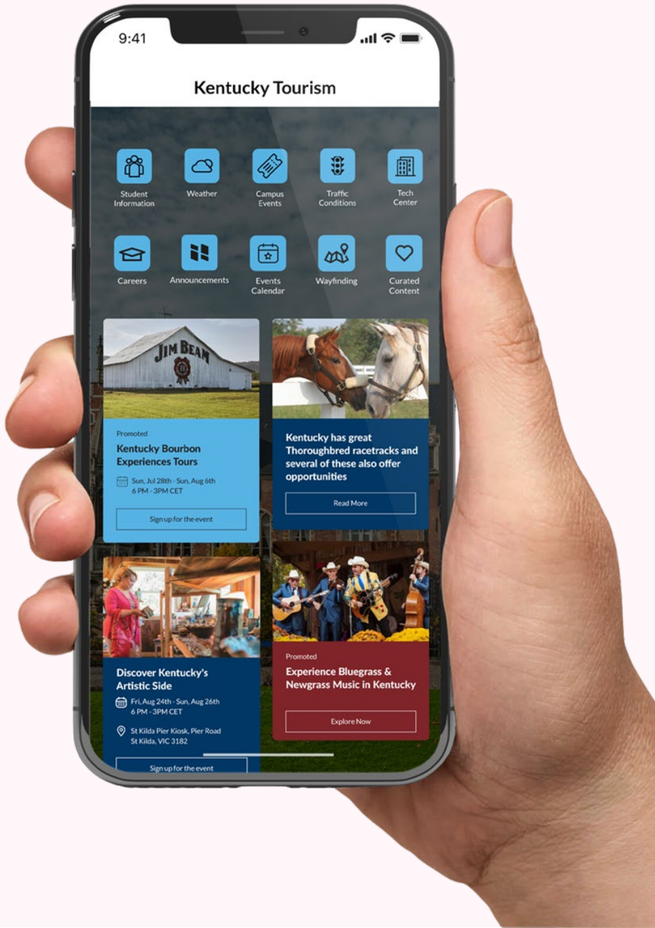
1. Download HootBoard Mobile App

2. Enter the below URL

miamibeach

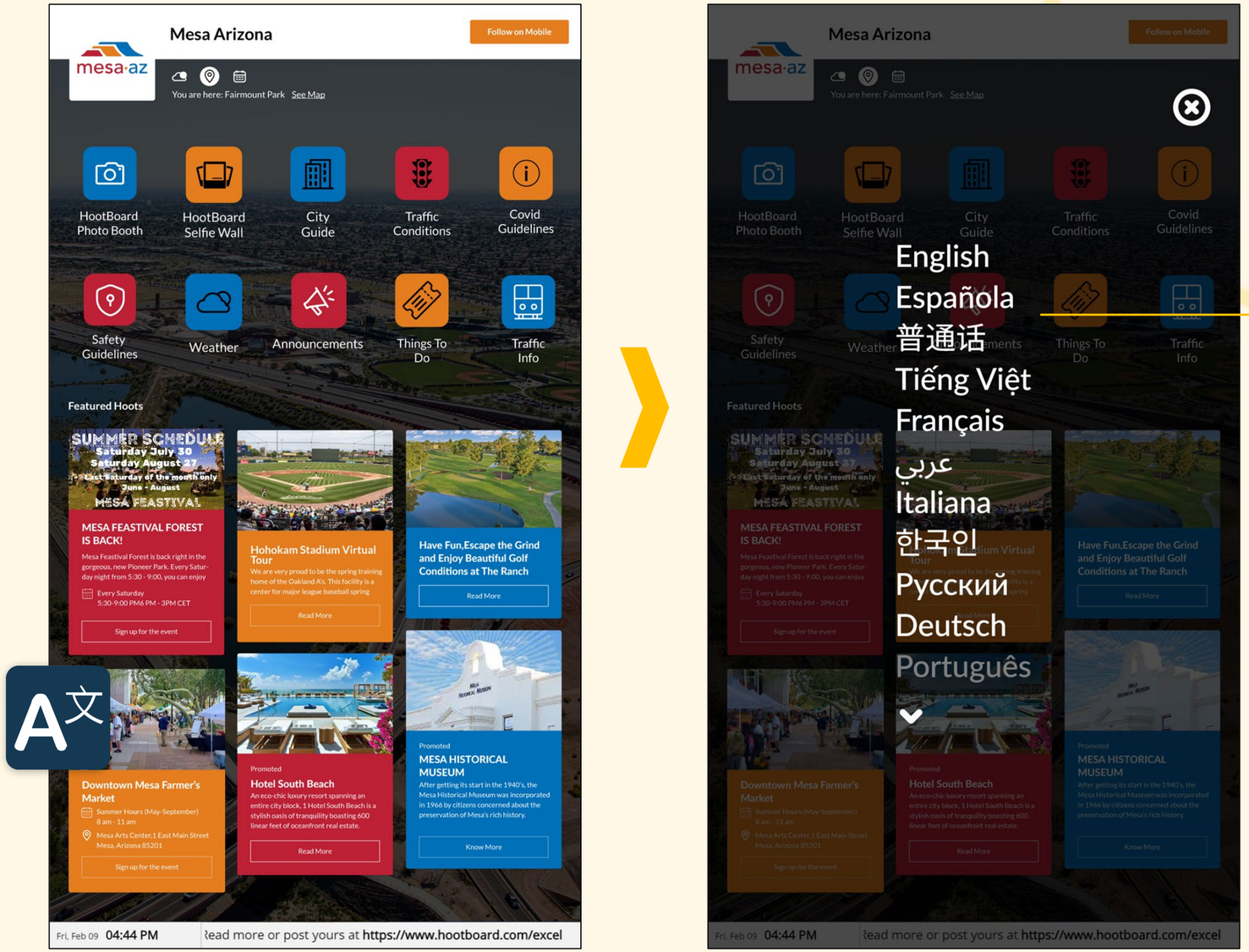
Option 2 : Point your camera at the code and click on **Join Board** on the website

Users can choose from the two options on how they want to access the board on their mobile.



Multilingual

Multi-Language support interface

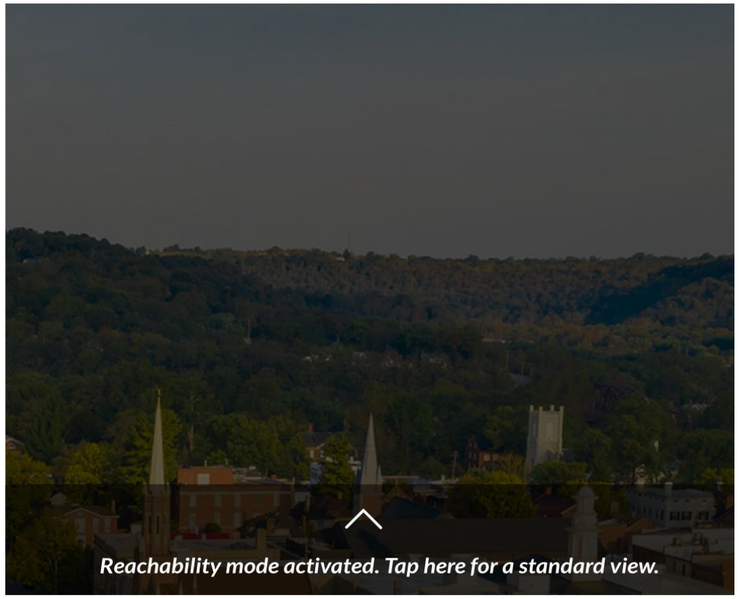


Users can select a language from the multiple language menu

Accessibility

All HootBoard powered kiosk hardware is 100% compliant and has been reviewed by an accessibility specialist to ensure compliance with federally mandated requirements. Specifically::

- ADA 307.2 Protrusion limits design recommendations (for blind and low vision) by having no protruding objects, greater than 4 inches, above 27 inches from ground level.
- ADA 308.2 Forward Reach design recommendations by allowing all controls to be reachable between 15 and 48 inches from ground level.
- ADA 309.4 Operation recommendations and does not require tight grasping, pinching, or twisting of the wrist.
- ADA 308.3 Side Reach design recommendations by allowing all controls to be reachable between 15 and 48 inches from ground level.
- ADA 304.3.2 T-Shaped Space clearance standard at all kiosk locations



Large text mode for a clear view

High contrast mode for the bright days.

Reachability Mode activated. Reposition on-screen content to wheelchair reach

Key Integrations

DIRECT Integrations

SimpleView – For integration with local DMO Content.

Community Post – For any data to be pulled from local governmental systems.

Other custom integrations as needed.

SimpleView

FourSquare

Google Places

Zapier Integrations

Over 1000 integrations to all major Social Media platforms and more.

Facebook

LinkedIn

Twitter

VISIT KNOXVILLE TENNESSEE

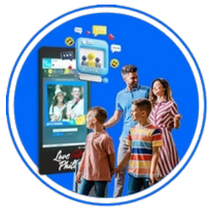
Total App Interaction
10,025

Members
105

Subscribers
11,012

Selfies Clicked
16,297

Engagement on Selfies
73,337



Local Businesses Discovered
4,382

Over All Interactions
87,960

hootboard

Members
7

Subscribers
215

Selfies Clicked
1,249

Engagement on Selfies
5,621

Local Businesses Discovered
813

Over All Interactions
10,450

Total App Interaction
3,203

hootboard

Members
17

Subscribers
317

Selfies Clicked
1,995

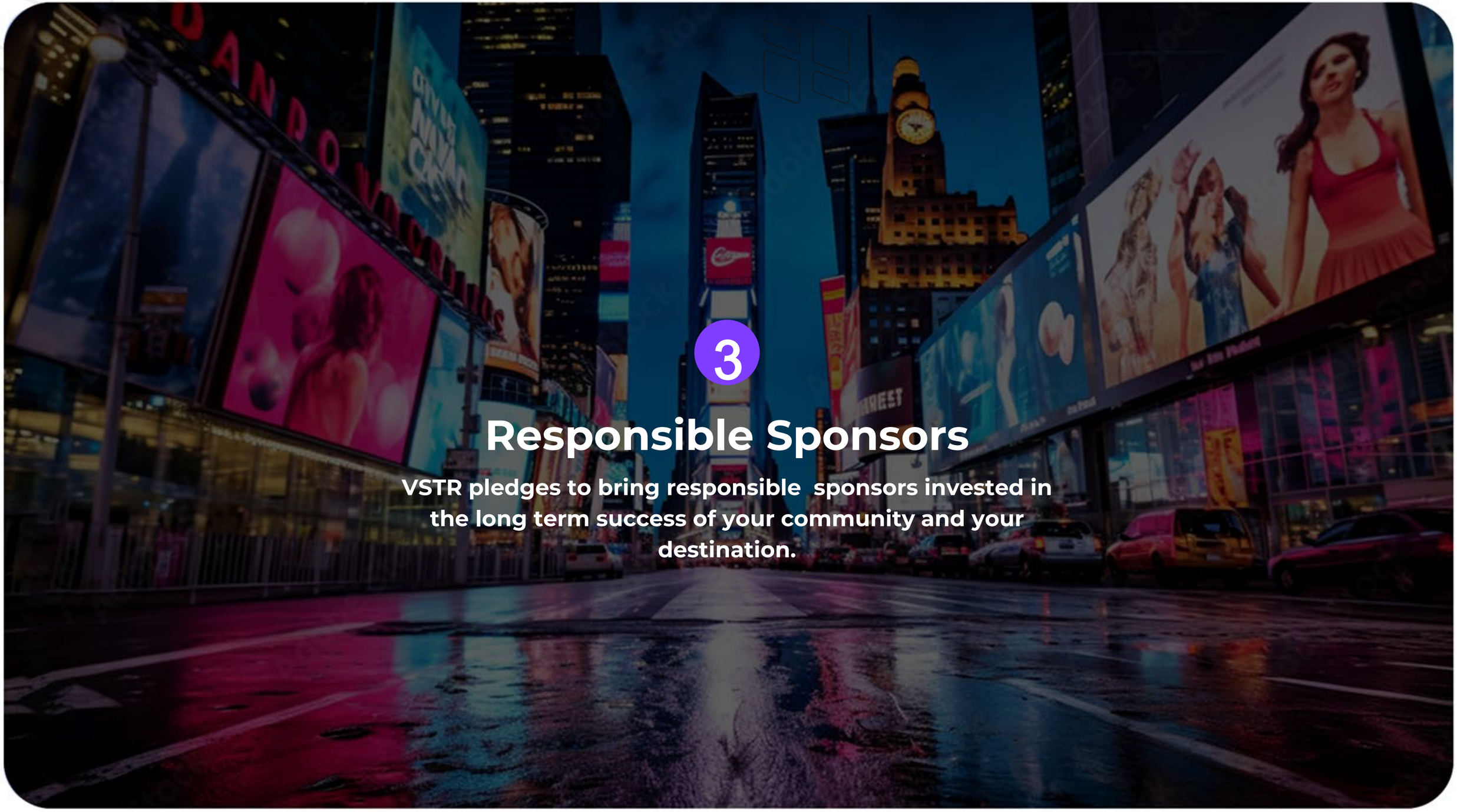
Engagement on Selfies
7042

Local Businesses Discovered
1,711

Over All Interactions
26020

* Past 12 months data

Total App Interaction
3918



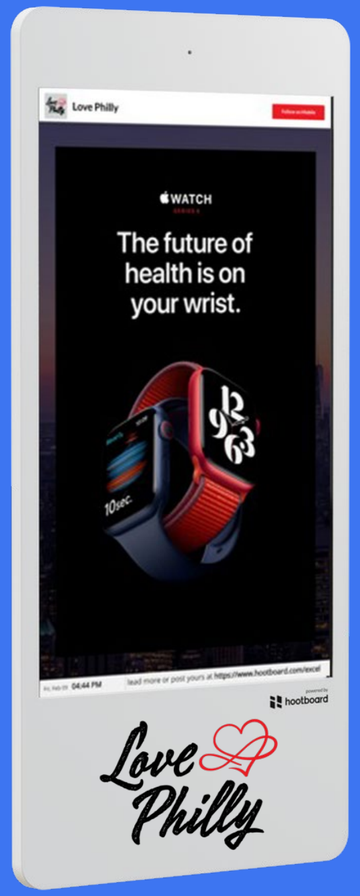
3

Responsible Sponsors

VSTR pledges to bring responsible sponsors invested in the long term success of your community and your destination.

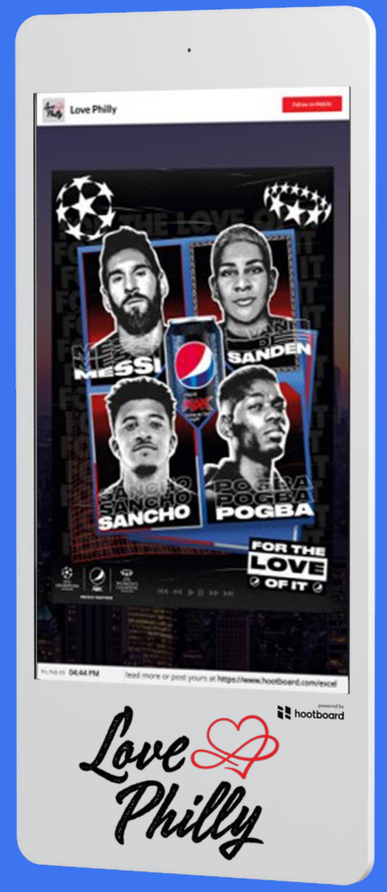
Sponsorships that add Value

At VSTR Media, our Sponsors are carefully chosen so they align with your community's values and showcase your community in the best possible light.



Out of Home Ads

Ticket Sales for Events & Attractions



Custom Experiences for Brands

Maximizing Revenue with Strategic Partnerships

Building a deep roster of partnerships in the Media industry to drive ad-sales.

Prog. Digital OOH

Tap into multiple programmatic OOH companies to gain immediate & widespread exposure to major agencies and brands throughout the ecosystem

LEMMA
Hivestack
ADOMNI
PLACE EXCHANGE
Broadsign

OOH Resellers

Integrate into existing OOH buying networks to diversify and expand sales outreach

STREET MEDIA GROUP
TIMES OOH MEDIA
fliphound
AdQuick
BlueLine Media
MediaLease OOH

Local Agencies

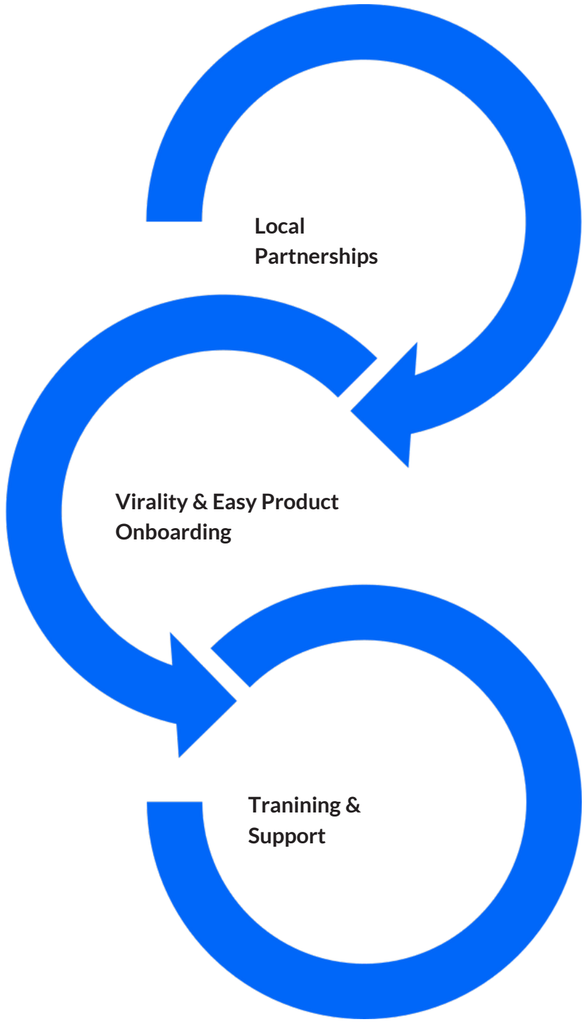
Engage local and regional agencies on HootBoard's ad platform to boost business through streamlined outreach and user-friendly self-service options.

MOCSIN INC
BLACK BEAR ADVERTISING
OH PARTNERS
PHOENIXAZ ad agency
COLLING MEDIA
re·thinc

Hootboard Hyperlocal Program

Sponsor priority given to local businesses before National Sponsors are allowed. We will proactively work with your existing partners to provide them with maximum outreach and exposure across the kiosk network.

The HootBoard Hyperlocal Playbook

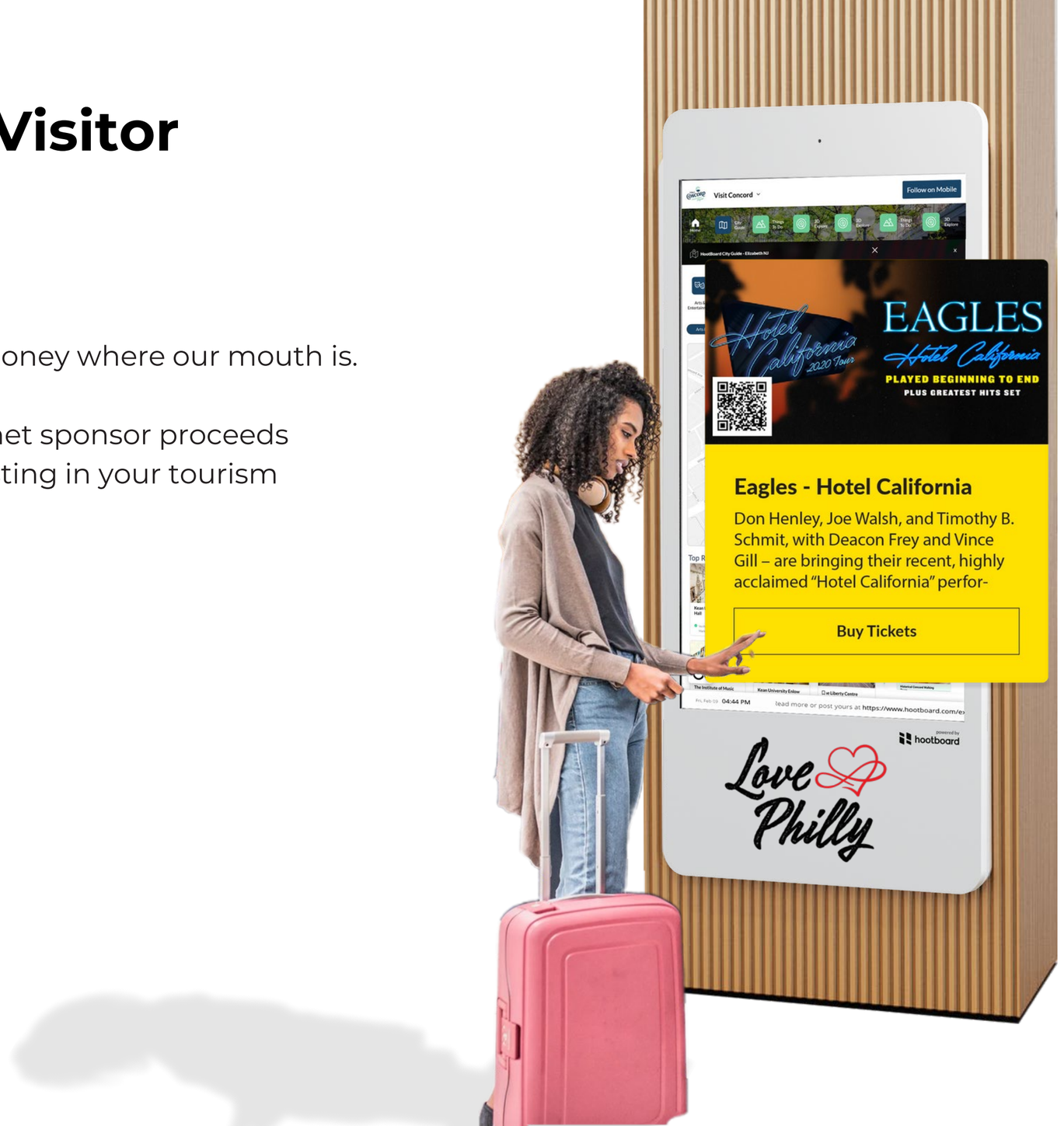


VSTR MEDIA PARTNERS

Investing in a better Visitor Experience

At VSTR, we believe in putting our money where our mouth is.

VSTR pledges to provide 18% of the net sponsor proceeds back to your organization for reinvesting in your tourism development activities.



VSTR MEDIA PARTNERS

Next Steps to Better Visitor Information and Management

Our process to partner is straight-forward and transparent.

- Letter of Intent with Tourism Department
- Pre-requisite approvals from Tourism Board (Other entities)
- Final contract signing
- Location Lease Agreements
- Content and Rollout Planning
- Testing and Rollout

Time to deployment about **6 months**