

# SMART POINTS

WITH SCAN CARD

AVAILABLE  
IN EUROPE



# SMARTPOINTS

## DIGITAL SOLUTION WITH SCAN CARD



**FOR YOUR VISITORS:  
ALL MEDIA DIGITALLY AVAILABLE  
FOR YOU AS EXHIBITOR:  
EFFICIENT DATA COLLECTION**

**SmartPoints by ICT – The digital and sustainable solution for your communication and advertising materials.**

Make your visitors' day at the exhibition easier by providing them with all the relevant information conveniently on a card instead of loading them up with heavy catalogs.

This is not only sustainable by saving print media, but also a real added value for your marketing thanks to the additional data collection. Find out which product was particularly popular, which exhibition days and times were especially frequented, or which walkways visitors preferred. As an option, you can even generate qualitative leads.



Scan points can be integrated as a graphic or on a stele.





The scan card can be customized with individual designs.

### Benefits for users

- lightweight and space-saving - no print media required
- avoid information overload as only relevant information is scanned
- quick access to information via QR code
- application optionally multilingual
- real-time updating of scans
- fast transfer of information

### Benefits for you as exhibitor

- sustainable solution by avoiding the use of paper
- real-time data collection with users' scope of interest
  - anonymous or personalized
- DSGVO-compliant data processing
- white label solution with own branding
- can be customized to suit requirements

# SMARTPOINTS

## DIGITAL SOLUTION WITH SCAN CARD

### SHORT GUIDE FOR VISITORS

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#### 1. Collect information on scan card

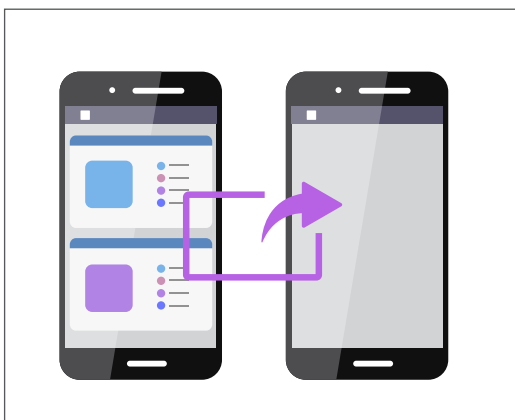
Each prospective customer receives a scan card from you to collect information. The card is ready to use and the visitor can immediately start scanning the products they are interested in. This is done intuitively by holding the scan card over a scan point.



#### 2. Access information via mobile device or browser

To download the collected information, the QR code on the back of the scan card is read with a smartphone. Alternatively, users can enter the URL in the browser and access their personal area with their individual ID.

(Optional registration can be added before allowing access to the content).



#### 3. Share collected information

All collected information is presented in a clear-cut way in the personal area and can be sent directly to other people.

### FUNCTIONS FROM THE EXHIBITOR'S PERSPECTIVE

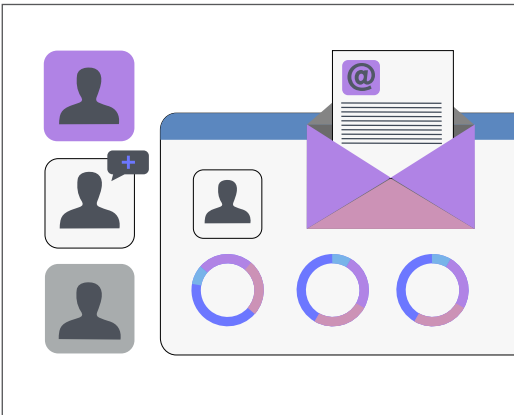


#### Real-time dashboard with data export

Keep an overview at all times. Your personal dashboard is updated in real time and can be customized to your preferences with freely sortable widgets.

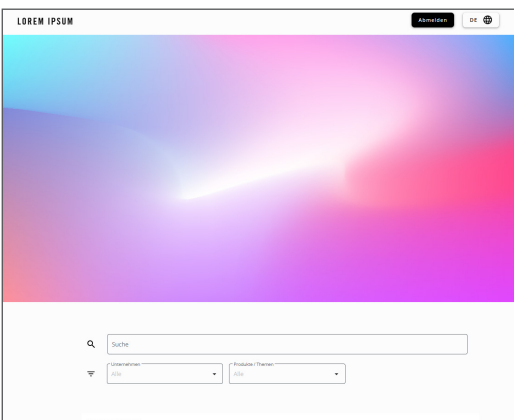
The following data can be filtered by exhibition days:

- popularity of the themes and products
- visitor frequency
- visitor routes



#### Lead generation

Optional visitor registration can be used to generate valuable leads and customer insights for marketing.



#### Presentation in Corporate Design

For a high brand recognition, the website and the scan cards can be created in line with your corporate design.

The content of the website is flexible and can be adapted to your requirements:

- variable content quantities (text and /or images)
- layout based on corporate design (Eco+ or Leads+)
- free choice of web address



EXHIBITION SYSTEMS  
PROJECT SOLUTIONS  
PRESENTATION  
INTERIOR DESIGN  
CLEANROOM SYSTEMS



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