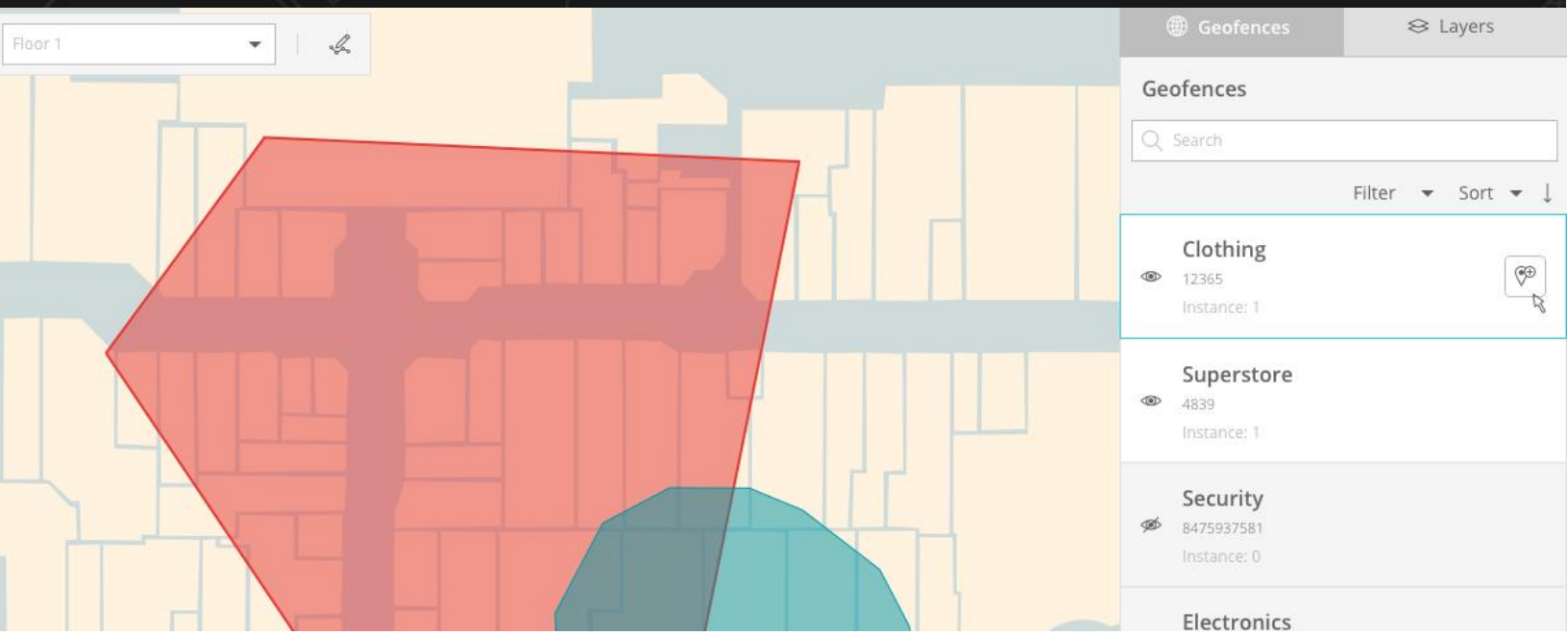
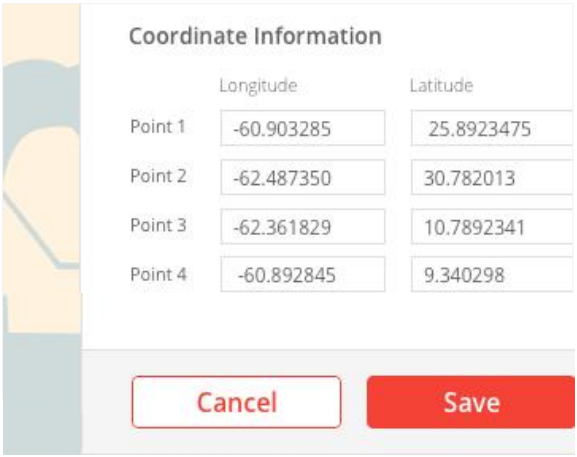


Geofences

Gain insights into user behaviors and engage users at the right time, in the right place.

A geofence is used to define a region on an indoor map that represents an area of interest. To ensure accuracy, this virtual 'fence' is geo-aligned to the world map based on a set of longitude-latitude coordinates.

With Jibestream's geofencing, you can create virtual geographical boundaries on your indoor maps and use them to trigger actions when a user enters, exits or dwells within a predefined area.



Show Users Content Relevant to their Indoor Location

With geofencing, location data can be used as a basis to implement features such as targeted messaging and notifications as users pass through geofences:

- Prompt a survey when someone leaves a geofence
- Send a coupon when someone enters or dwells in a geofence
- Notify security or staff if a user has entered a restricted area
- Help facilitate a smooth transition when navigating from outdoors to indoors
- The possibilities are endless

Map User Journeys with Real-Time Location Data

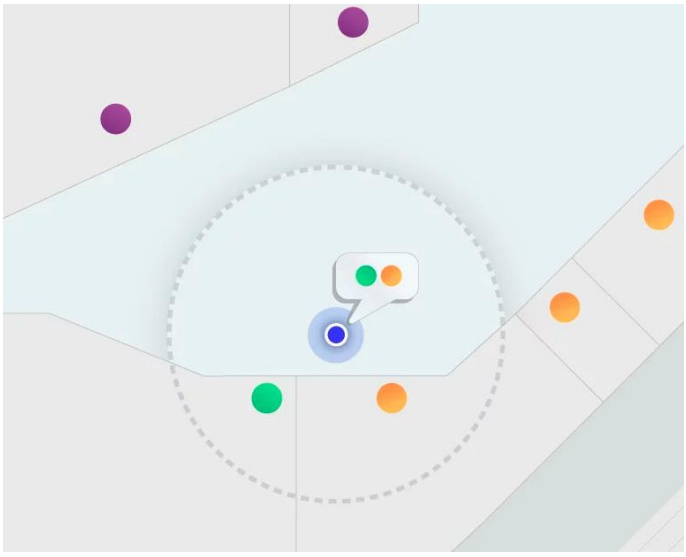
Monitor traffic within a certain area to gain valuable business data and intelligence revealing user patterns.

- Understand a user's location in relation to geofences on your indoor map
- Gain insights into user behavior and patterns based on their physical location

What's the Difference Between Jibestream's Proximity Service and Geofences?

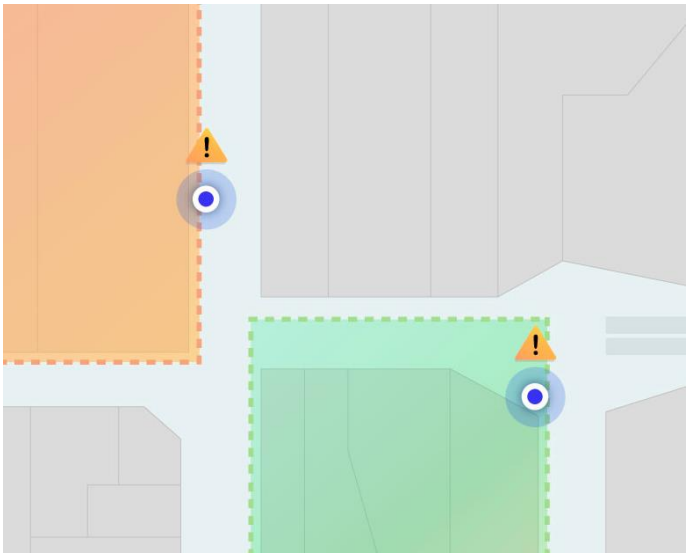
While both help you understand a user's location, one is in relation to a user and one is in relation to a map. Proximity services look at what is within a predefined radius of a user - see what destinations are near a person and deliver hyperlocal content to them in real-time, whereas a geofence is relative to a static area - create a virtual boundary around a series of coordinates and trigger actions when a person enters, leaves, or stays in that specified area.

Proximity Messaging = Relative to a user



Sample User Interface

Geofence = Relative to a static area



Sample User Interface