

Cambium Networks and AVSystem

Location-Based Services That Fuel Better Marketing

Across different verticals, visitors expect Wi-Fi access in public spaces. Venues can use it to their benefit, as guest Wi-Fi is proven to increase sales when it is paired with personalized marketing. Targeted Wi-Fi advertising, in turn, works best when it's enhanced with location-based services.

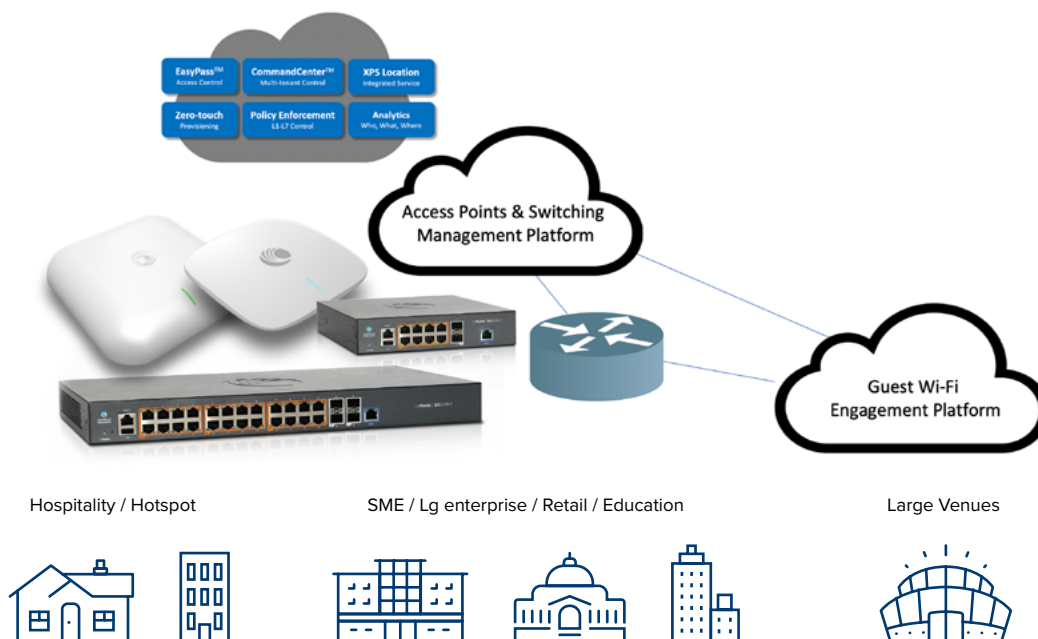
Cambium Networks offers indoor and outdoor Wi-Fi 5 (802.11ac) and Wi-Fi 6 (802.11ax) wireless access points that ensure high-speed connection. It has partnered with AVSystem, a global software provider for large-scale device management, IoT and Wi-Fi solutions, to integrate Cambium Networks' wireless solutions with AVSystem's Linkyfi and Linkyfi Location Engine. Linkyfi is a guest Wi-Fi marketing platform that allows venues to grant secure access and run targeted marketing campaigns. Linkyfi Location Engine provides anonymous location and behavioral data about customers that drive better business decisions.

Recently, in response to the fast-changing market situation, AVSystem has also launched the Linkyfi Social Distancing and Occupancy Management solution. It allows venues to monitor occupancy by setting visitor alerts that send triggered notifications when thresholds are exceeded. This helps them remain compliant with legal regulations, as well as maintain physical distance between visitors to keep them safe.

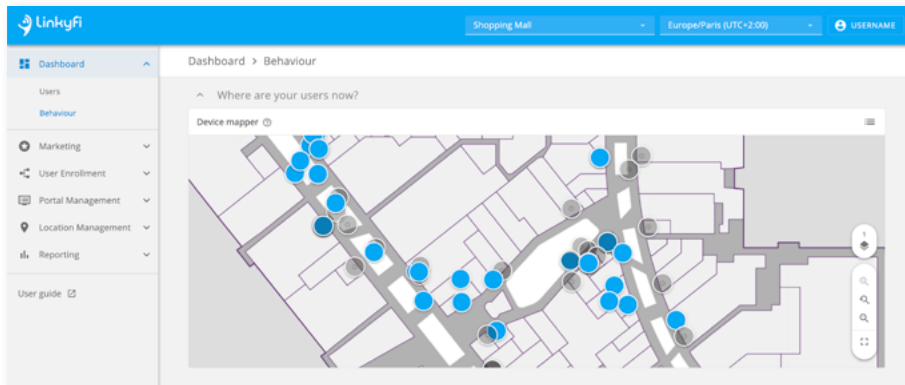
KEY FEATURES OF OUR SOLUTION

- User-friendly GUI with customizable dashboards provides easy-to-understand data.
- Real-time location analytics help optimize space and marketing strategy.
- Flexible captive portals and landing pages can be tailored to particular groups of visitors.
- Easy and fast deployment using existing infrastructure.
- Proven interoperability between Cambium Networks hardware and AVSystem software.

This partnership provides customers with reliable high-speed guest Wi-Fi as well as a full suite of relevant software: a platform for access management and tailored marketing and a location engine that provides them with extra data. While relying on already installed hardware, venues obtain additional information about their customers that they can later use to attract visitors, increase customer awareness, optimize processes and upsell retail and marketing space.



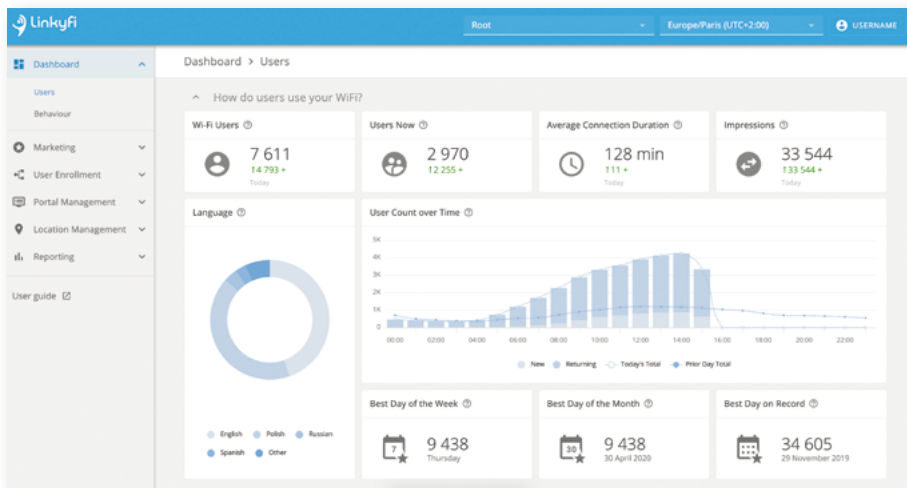
Cambium Networks & AVSystem



Traffic maps displays



Density maps displays



Peak times and habits analysis

SUMMARY

Cambium Networks offers reliable high-speed infrastructure that supports Wi-Fi marketing and location services in large- and small-scale deployments. Contact your local Distributor/ Reseller to learn how Cambium Networks together with AVSystem created an industry-leading Wi-Fi marketing and indoor location solution.

To learn more about Cambium Networks Enterprise Wi-Fi and Switching solutions, please visit:

www.cambiumnetworks.com/wifi/